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# FLORIDA BULB COMPANY

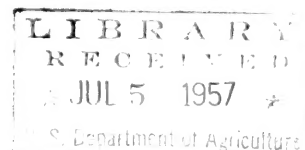
INCORPORATED  
GROWERS-IMPORTERS-EXPORTERS  
2950 N. W. SEVENTH AVENUE  
MIAMI 37, FLORIDA

New York Office  
J. B. Seckler  
55 West 42nd St.  
New York 36, N. Y.  
Bryant 9-6041 - 6042

## SPECIAL QUOTATIONS

World's Finest  
FLORIDA-GROWN GLADIOLUS BULBS

Bulk  
SEASON 1957 - 1958



BRAND:	FLORIBULB	TERMS:	1/10/30
F.O.B.:	Full Freight Allowance, except west of Rocky Mountains 50% freight allowance	MIN. QUANTITY:	250 bulbs of any one size; mixed, color or variety
SHIPPING SEASON:	Throughout entire year	DISPLAY	Colorful display cards supplied
ROUTING:	Truck	MATERIAL:	free-of-charge on items purchased

## EXTRA SELECTED SUNSET MIXED COLORS

COMMERCIAL SIZES		Price	Price	Weight	Code No.
	Inches	Each	Per 1000	Per 1000	
No. 3	1 - 1¼	.01	\$10.00	30 lbs.	A-10
No. 2	1¼ - 1½	.0125	12.50	40 lbs.	A-11
No. 1	1½ - 1¾	.015	15.00	60 lbs.	A-12

FLORIDA SIZES		Price	Price	Weight	Code No.
Top	1¾ - 2	.0175	17.50	80 lbs.	A-13
Exhibition	2 - 2¼	.02	20.00	100 lbs.	A-14
Giant	2¼ - 2½	.0225	22.50	120 lbs.	A-15
Mammoth	2½ - 2¾	.025	25.00	140 lbs.	A-16
Special	2¾ - 3	.0275	27.50	170 lbs.	A-17
Super	3 - 3¼	.03	30.00	200 lbs.	A-18

The following separate colors available in all of the above sizes - mixed price plus \$2.50 per 1000  
Red, Pink, White, Yellow, Lavender, Scarlet, Salmon, Cream, Orange, Purple

The following varieties available in all of the above sizes - mixed price plus \$5.00 per 1000

Elizabeth the Queen - best of all lavender	A-19	Paul Rubens - large purple	A-31
Florence Nightingale - ruffled white	A-20	Phantom Beauty - soft shell pink	A-32
Friendship - glistening pink	A-21	Picardy - salmon pink	A-33
General Eisenhower - fine begonia rose	A-22	Purple Supreme - bright purple	A-34
Hopman's Glory - deep yellow	A-23	Red Charm - medium red	A-35
June Bells - good white	A-24	Rose of Lima - pink, lighter edge	A-36
Lavender Prince - medium lavender	A-25	Sans Souci - clear scarlet	A-37
Margaret Beaton - white with red blotch	A-26	Snow Princess - commercial white	A-38
Memorial Day - tall magenta	A-27	Spic & Span - ruffled deep pink	A-39
Modern Times - large carmine	A-28	Spotlight - yellow, red blotch	A-40
Morning Kiss - white shaded rose	A-29	Valeria - commercial scarlet	A-41
New York - tall red	A-30	Yellow Herald - clear yellow	A-42

Planting Schedule on Reverse Side

Effective 7/1/57

# GLADIOLUS BULBS

## Planting Schedule

States	Earliest Planting Date
Alabama (South) .....	Year round
Alabama (North) .....	November 1
Arizona (South) .....	Year round
Arizona (North) .....	December 1
Arkansas (South) .....	December 1
Arkansas (North) .....	February 1
California (South) .....	Year round
California (North) .....	January 1
Colorado .....	April 1
Connecticut .....	March 1
Delaware .....	February 1
District of Columbia .....	March 1
Florida .....	Year round
Georgia (South) .....	November 1
Georgia (North) .....	December 1
Idaho .....	May 1
Illinois (South) .....	March 1
Illinois (North) .....	April 1
Indiana (South) .....	March 1
Indiana (North) .....	April 1
Iowa .....	May 1
Kansas (South) .....	April 1
Kansas (North) .....	May 1
Kentucky .....	February 1
Louisiana (South) .....	Year round
Louisiana (North) .....	November 1
Maine .....	May 1
Maryland .....	March 1
Massachusetts .....	April 1
Michigan (except Peninsula) .....	April 1
Michigan (Peninsula) .....	May 1
Minnesota .....	May 1
Mississippi (South) .....	Year round
Mississippi (North) .....	November 1
Missouri (South) .....	March 1

States	Earliest Planting Date
Missouri (North) .....	April 1
Montana .....	May 1
Nebraska .....	May 1
Nevada .....	May 1
New Hampshire .....	May 1
New Jersey .....	March 1
New Mexico (South) .....	Year round
New Mexico (North) .....	December 1
New York (South) .....	April 1
New York (North) .....	May 1
North Carolina .....	January 1
North Dakota .....	May 1
Ohio (South) .....	March 1
Ohio (North) .....	April 1
Oklahoma (South) .....	February 1
Oklahoma (North) .....	March 1
Oregon (East) .....	April 1
Oregon (West) .....	January 1
Pennsylvania .....	April 1
Rhode Island .....	April 1
South Carolina .....	December 1
South Dakota .....	May 1
Tennessee .....	January 1
Texas (Southeast) .....	Year round
Texas (South) .....	November 1
Texas (North) .....	December 1
Texas (Panhandle) .....	March 1
Utah .....	May 1
Vermont .....	May 1
Virginia .....	February 1
Washington (East) .....	April 1
Washington (West) .....	January 1
West Virginia .....	March 1
Wisconsin .....	May 1
Wyoming .....	May 1

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## SPECIAL QUOTATIONS World's Finest FLORIDA-GROWN GLADIOLUS BULBS EXTRA SELECTED, SUNSET MIXED COLORS

Packaged  
SEASON 1957 - 1958

BRAND:	FLORIBULB	BOXES:	Measurements - Box No. 1 - 3¼ x 4 x 1¾, Box No. 2 - 6 x 5 x 1½, Box No. 3 - 6 x 5 x 2½. Quantity, size bulbs and cultural instructions indicated. Space provided for retail price. Ventilated
F.O.B.:	Full freight allowance except west of Rocky Mountains 50% freight allowance		
ROUTING:	Truck		
SHIPPING SEASON:	Throughout entire year		
MIN. QUANTITY:	1 Carton any one size	MESH	Measurements - Bag No. 4 - 5 x 6, Bag No. 5 - 6¾ x 12. Label attached indicating quantity and size bulbs per bag, also cultural instructions.
TERMS:	1/10/30	BAGS:	Measurements - Bag No. 6 - 6 x 8½, strong, ventilated, extra transparent. Quantity, size bulbs and cultural instructions indicated. Space provided for retail price.
DISPLAY	Colorful display cards supplied free		
MATERIAL:	of charge with all mesh bag orders	POLY-ETHYLENE BAGS:	

### SPECIFICATIONS

BOX NO. 1 or MESH BAG NO. 4  
60 Boxes or 60 Mesh Bags Per Carton  
Weight Per Carton 18 Lbs.

BOX NO. 2 or POLYETHYLENE BAG NO. 6  
60 Boxes or 60 Polyethylene Bags Per Carton  
Weight Per Carton 40 Lbs.

Bulbs Per Box or Bag	Trade Size	Price Per Box or Bag	Price Per Carton	Code No. Box	Code No. Bag	Bulbs Per Box or Bag	Trade Size	Price Per Box or Bag	Price Per Carton	Code No. Box	Code No. Bag
1	Mammoth	.10	\$ 6.00	B-10	B-17	3	Mammoth	.15	\$ 9.00	B-24	B-31
2	Giant	.12	7.20	B-10	B-18	4	Giant	.165	9.90	B-25	B-32
3	Exhibition	.135	8.10	B-12	B-19	6	Exhibition	.195	11.70	B-26	B-33
4	Top	.145	8.70	B-13	B-20	7	Top	.1975	11.85	B-27	B-34
9	Special	.21	12.60	B-14	B-21	18	Special	.345	20.70	B-28	B-35
12	Commercial	.225	13.50	B-15	B-22	24	Commercial	.375	22.50	B-29	B-36
18	Garden	.255	15.30	B-16	B-23	36	Garden	.435	26.10	B-30	B-37

BOX NO. 3  
36 Boxes Per Carton  
Weight Per Carton 48 Lbs.

MESH BAG NO. 5  
24 Bags Per Carton  
Weight Per Carton 60 Lbs.

Bulbs Per Box	Trade Size	Price Per Box	Price Per Ctn.	Code No.	Bulbs Per Bag	Trade Size	Price Per Bag	Price Per Ctn.	Code No.
6	Mammoth	.23	\$ 8.28	B-38	12	Mammoth	.40	\$ 9.60	B-45
9	Giant	.2825	10.17	B-39	18	Giant	.505	12.12	B-46
12	Exhibition	.32	11.52	B-40	24	Exhibition	.58	13.92	B-47
15	Top	.3425	12.33	B-41	30	Top	.625	15.00	B-48
36	Special	.62	22.32	B-42	50	Special	.85	20.40	B-49
48	Commercial	.68	24.48	B-43	75	Commercial	1.0375	24.90	B-50
72	Garden	.80	28.80	B-44	100	Garden	1.10	26.40	B-51

# GLADIOLUS BULBS

## Planting Schedule

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Alabama (South) .....	Year round
Alabama (North) .....	November 1
Arizona (South) .....	Year round
Arizona (North) .....	December 1
Arkansas (South) .....	December 1
Arkansas (North) .....	February 1
California (South) .....	Year round
California (North) .....	January 1
Colorado .....	April 1
Connecticut .....	March 1
Delaware .....	February 1
District of Columbia .....	March 1
Florida .....	Year round
Georgia (South) .....	November 1
Georgia (North) .....	December 1
Idaho .....	May 1
Illinois (South) .....	March 1
Illinois (North) .....	April 1
Indiana (South) .....	March 1
Indiana (North) .....	April 1
Iowa .....	May 1
Kansas (South) .....	April 1
Kansas (North) .....	May 1
Kentucky .....	February 1
Louisiana (South) .....	Year round
Louisiana (North) .....	November 1
Maine .....	May 1
Maryland .....	March 1
Massachusetts .....	April 1
Michigan (except Peninsula) .....	April 1
Michigan (Peninsula) .....	May 1
Minnesota .....	May 1
Mississippi (South) .....	Year round
Mississippi (North) .....	November 1
Missouri (South) .....	March 1

States	Earliest Planting Date
Missouri (North) .....	April 1
Montana .....	May 1
Nebraska .....	May 1
Nevada .....	May 1
New Hampshire .....	May 1
New Jersey .....	March 1
New Mexico (South) .....	Year round
New Mexico (North) .....	December 1
New York (South) .....	April 1
New York (North) .....	May 1
North Carolina .....	January 1
North Dakota .....	May 1
Ohio (South) .....	March 1
Ohio (North) .....	April 1
Oklahoma (South) .....	February 1
Oklahoma (North) .....	March 1
Oregon (East) .....	April 1
Oregon (West) .....	January 1
Pennsylvania .....	April 1
Rhode Island .....	April 1
South Carolina .....	December 1
South Dakota .....	May 1
Tennessee .....	January 1
Texas (Southeast) .....	Year round
Texas (South) .....	November 1
Texas (North) .....	December 1
Texas (Panhandle) .....	March 1
Utah .....	May 1
Vermont .....	May 1
Virginia .....	February 1
Washington (East) .....	April 1
Washington (West) .....	January 1
West Virginia .....	March 1
Wisconsin .....	May 1
Wyoming .....	May 1

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SPECIAL QUOTATIONS  
World's Finest  
FLORIDA-GROWN FLOWER BULBS  
Bulk

SEASON 1957 - 1958

BRAND: FLORIBULB  
F.O.B.: Full Freight Allowance, except  
west of Rocky Mountains 50%  
Freight Allowance  
ROUTING: Truck  
DISPLAY: Colorful display cards supplied  
MATERIAL: free-of-charge on items purchased

TERMS: 1/10/30  
MIN. QUANTITY: Fancy-Leaved Caladiums - 250 any one size  
Giant Hybrid Amaryllis - 1 Carton  
Paperwhite Narcissus - 1 Case  
Gloriosa Rothschildiana - 100  
Tuberose - 250 any one size  
Caladium Esculentum - 250 any one size

FANCY-LEAVED CALADIUMS  
Sunset Mixed Colors - Separate Colors

Size Inches	Price Each	Price Per 100	Price Each	Price Per 100	Weight Per 100	Code No.
¾ - 1	.0375	\$ 3.75	.0425	\$ 4.25	4 lbs.	C-10
1 - 1½	.06	6.00	.07	7.00	8 lbs.	C-11
1½ - 2	.085	8.50	.10	10.00	16 lbs.	C-12
2 - 2½	.115	11.50	.135	13.50	24 lbs.	C-13
2½ - 3	.15	15.00	.175	17.50	32 lbs.	C-14
3 - 3½	.185	18.50	.22	22.00	48 lbs.	C-15
3½ - 4	.225	22.50	.27	27.00	64 lbs.	C-16

SHIPPING SEASON: December 1 - April 1

GIANT HYBRID AMARYLLIS  
Sunset Mixed Colors

Size Inches	Price Each	Price Per Ctn.	Packing Per Ctn.	Weight Per Ctn.	Code No.
1¾ - 2	.055	\$15.13	275	55 lbs.	C-17
2 - 2¼	.075	18.75	250	55 lbs.	C-18
2¼ - 2½	.11	22.00	200	55 lbs.	C-19
2½ - 2¾	.14	21.00	150	55 lbs.	C-20
2¾ - 3	.20	25.00	125	55 lbs.	C-21
3 - 3¼	.275	27.50	100	55 lbs.	C-22
3¼ - 3½	.36	27.00	75	55 lbs.	C-23

SHIPPING SEASON: October 1 - March 1

PAPERWHITE NARCISSUS  
For Growing in Bowls

Size C.M.	Price Each	Price Per Case	Packing Per Case	Weight Per Case	Code No.
12-13	.025	\$18.75	750	55 lbs.	C-24
13-14	.0325	20.31	625	55 lbs.	C-25
14-15	.04	20.00	500	55 lbs.	C-26
15-16	.05	22.50	450	55 lbs.	C-27
16-17	.06	21.00	350	55 lbs.	C-28

SHIPPING SEASON: August 1 - January 1

GLORIOSA ROTHSCHILDIANA  
Climbing Lily

Size Inches	Price Each	Price Per 100	Weight Per 100	Code No.
3-4	.25	\$25.00	3 lbs.	C-29
4-5	.30	30.00	5 lbs.	C-30
5-6	.375	37.50	10 lbs.	C-31
6-7	.45	45.00	20 lbs.	C-32
7-8	.60	60.00	35 lbs.	C-33

SHIPPING SEASON: Throughout entire year

TUBEROSES  
Mexican Single - Dwarf Double Pearl

Size Inches	Price Each	Price Per 100	Weight Per 100	Code No.
2-3	.035	\$3.50	4 lbs.	C-34
3-4	.04	4.00	7 lbs.	C-35
4-5	.045	4.50	12 lbs.	C-36
5-6	.055	5.50	17 lbs.	C-37
6-7	.07	7.00	20 lbs.	C-38

SHIPPING SEASON: December 1 - March 1

CALADIUM ESCULENTUM  
Elephant Ear

Size Inches	Price Each	Price Per 100	Weight Per 100	Code No.
5-7	.05	\$ 5.00	20 lbs.	C-39
7-9	.08	8.00	35 lbs.	C-40
9-11	.15	15.00	65 lbs.	C-41
11-13	.225	22.50	80 lbs.	C-42
13-15	.325	32.50	100 lbs.	C-43

SHIPPING SEASON: December 1 - March 1

Effective 7/1/57



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## SPECIAL QUOTATIONS FLORIDA AND HAWAIIAN GROWN BULBS AND PLANTS

Packaged

SEASON 1957 - 1958

BRAND:	Floribulb	MIN. QUANTITY:	All items 1 carton any one size or variety
F.O.B.:	Full Freight Allowance, except west of Rocky Mountains 50% freight allowance		except Hemerocallis 100 plants - 25 any one color
ROUTING:	Truck	PACKING:	Caladiums, Amaryllis, Gloriosa,
SHIPPING:	Caladiums December 1 - April 1		Hemerocallis: polyethylene bag with illustrated label and growing instruc-
SEASON:	Amaryllis October 1 - March 1		tions. Ti Plants; illustrated box
	Other items throughout entire year		1 1/4 x 3 1/2. Full description and growing instructions indicated.
TERMS:	1/10/30		

### SPECIFICATIONS

Bulbs - Plants per Bag or Box	Price Per Bag or Box	Bags or Boxes Per Carton	Price Per Carton	Weight Per Carton	Code No.
<b>FANCY LEAVED CALADIUMS SUNSET MIXED</b>					
1 Garden size	.0875	200	\$17.50	10 lbs.	D-10
2 Garden size	.125	200	25.00	20 lbs.	D-11
3 Garden size	.1625	200	32.50	30 lbs.	D-12
1 Commercial size	.11	200	22.00	20 lbs.	D-13
2 Commercial size	.17	200	34.00	40 lbs.	D-14
1 Top size	.135	100	13.50	20 lbs.	D-15
2 Top size	.22	100	22.00	35 lbs.	D-16
1 Exhibition size	.165	100	16.50	25 lbs.	D-17
1 Giant size	.20	100	20.00	35 lbs.	D-18
1 Mammoth size	.235	100	23.50	50 lbs.	D-19
1 Special size	.275	100	27.50	65 lbs.	D-20
<b>GIANT RED HYBRID AMARYLLIS</b>					
1 Top size	.105	100	\$10.50	20 lbs.	D-21
1 Exhibition size	.125	100	12.50	22 lbs.	D-22
1 Giant size	.16	100	16.00	28 lbs.	D-23
1 Mammoth size	.19	100	19.00	38 lbs.	D-24
1 Special size	.25	100	25.00	44 lbs.	D-25
<b>GLORIOSA ROTHSCILDIANA</b>					
1 Top size	.30	50	\$15.00	2 lbs.	D-26
1 Exhibition size	.35	50	17.50	3 lbs.	D-27
1 Giant size	.425	50	21.25	5 lbs.	D-28
1 Mammoth size	.50	50	25.00	10 lbs.	D-29
1 Special size	.65	50	32.50	18 lbs.	D-30
<b>GIANT HYBRID HEMEROCALLIS - DAYLILIES</b>					
Red - Yellow - Bicolor - Pink - Bronze - Wine					
1 Plant	.24	100	\$24.00	40 lbs.	D-31
<b>HAWAIIAN TI PLANTS</b>					
1 Plant	.25	100	\$25.00	30 lbs.	D-32
<b>TROPICAL PALMS</b>					
3 Plants per Pot	.40	50 Pots	\$20.00	20 lbs.	D-33

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## Special Quotations PREPLANTED FLOWER BULBS

For Indoor Growing

SEASON 1957 - 1958

BRAND:	FLORIBULB	DESCRIPTION:	Cup - 8 oz. 3 1/8 x 3 3/8 x 2 1/2 waxed and waterproof
F.O.B.:	Full freight allowance except west of Rocky Mountains 50% freight allowance Truck		Bowl - 16 oz. 5 1/2 x 2 1/4 x 2 3/8 - made of strong and durable plastic material with heavy frost white ethylene tight fitting cover
ROUTING:	Truck		
MIN. QUANTITY:	1 Carton any one variety	CULTURAL	Indicated on cup.
TERMS:	1/10/30	INSTRUCTIONS:	Included in bowls.
COLOR OF	Cups - Yellow	VARIETY OF	Indicated on covers of both items
CONTAINERS:	Bowls: Red-Yellow-Green-Blue	BULBS:	Containers are complete units of bulbs with special growing material. Bulbs are selected to produce magnificent flowers.
SELECTION:	Cups - 1 color per carton Bowls - Assorted colors per carton	DISPLAY	Colorful display cards supplied free of charge on items purchased
CONTENTS:	Cup - 1 bulb Bowl - 3 bulbs - 1 variety	MATERIAL:	

### SPECIFICATIONS

#### DARWIN TULIPS - RED

Item	Price Per Unit	Units Per Carton	Price Per Carton	Weight Per Carton	Code No.
Cup	.15	60	\$ 9.00	10 lbs.	E-10
Bowl	.48	24	11.52	10 lbs.	E-11

SHIPPING SEASON: September 15 - January 1

#### FRAGRANT HYACINTHS - PINK

Item	Price Per Unit	Units Per Carton	Price Per Carton	Weight Per Carton	Code No.
Cup	.19	60	\$11.40	10 lbs.	E-12
Bowl	.58	24	13.92	10 lbs.	E-13

SHIPPING SEASON: September 15 - January 1

#### PAPERWHITE NARCISSUS - WHITE

Item	Price Per Unit	Units Per Carton	Price Per Carton	Weight Per Carton	Code No.
Cup	.12	60	\$7.20	10 lbs.	E-14
Bowl	.40	24	9.60	10 lbs.	E-15

SHIPPING SEASON: August 1 - January 1

#### FANCY-LEAVED CALADIUMS - RED

Item	Price Per Unit	Units Per Carton	Price Per Carton	Weight Per Carton	Code No.
Cup	.15	60	\$ 9.00	10 lbs.	E-16
Bowl	.48	24	11.52	10 lbs.	E-17

SHIPPING SEASON: December 1 - April 1

#### DAFFODILS - YELLOW

Item	Price Per Unit	Units Per Carton	Price Per Carton	Weight Per Carton	Code No.
Bowl	.48	24	\$11.52	10 lbs.	E-18

SHIPPING SEASON: September 15 - January 1

#### AMARYLLIS - RED

Item	Price Per Unit	Units Per Carton	Price Per Carton	Weight Per Carton	Code No.
Bowl	.48	24	\$11.52	10 lbs.	E-19

SHIPPING SEASON: October 1 - March 1



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## Special Quotations DAHLIAS - CANNAS Bulk

SEASON 1957 - 1958

BRAND:	FLORIBULB	TERMS:	1/10/30
F.O.B.:	Full Freight Allowance, except west of Rocky Mountains 50% freight allowance	MIN. QUANTITY:	Dahlias 25 any one variety Cannas 100 any one variety
ROUTING:	Truck	DISPLAY MATERIAL:	Colorful display cards supplied free of charge on items purchased

### DAHLIAS - STRONG DIVISIONS

Shipping Season: November 15 - May 15  
Weight per 100 - 15 lbs.

<u>Sunset Mixed Colors</u>	\$10.00 per 100	Code No. F-10	<u>Decorative Type</u>	\$15.00 per 100	Code No. F-15
<u>Separate Colors</u>	\$12.50 per 100	Code No. F-11	Aida - Maroon		
Red, White, Pink, Yellow, Lavender, Orange			Avalon - Yellow		
<u>Ball Type</u>	\$15.00 per 100	Code No. F-12	Barbara Redfern - Gold and Rose		
A. D. Livoni - Pink			Blue Moon - Rosalyn Purple		
Bonnie Blue - Blue			Countess of Pembroke - Lavender		
Floral Park Jewel - Red, Tipped White			Darlene - Shell Pink		
Red Chief - Bright Red			Doazon - Orange Scarlet		
Storm King - White			Elinor Vanderveer - Rose Pink		
Yellow Duke - Yellow			Iowa - Maize, Tipped Pink		
<u>Cactus Type</u>	\$15.00 per 100	Code No. F-13	Judge A. B. Parker - Golden Buff		
Bertha Horne - Bronzy Yellow			Margaret W. Wilson - Cream White		
Celia - Lavender Pink			Mina Burtle - Red		
Etenard De Lyon - Lavender			Oyster Bay Beauty - Blood Red		
Libelle - Royal Purple			Rosa Nell - Deep Rose Pink		
<u>Art Type</u>	\$15.00 per 100	Code No. F-14	Rose Glory - Rose Lavender		
Diana - Scarlet			Sanhicans Bluebird - Blue		
Geisha - Yellow and Red			Sanhicans Monarch - Wine Red		
Rosalia Styles - Pink			Silver Sheen - Lavender		
			Texas - Orchid		
			The Commodore - Yellow		
			White President - White		
			Yellow Colosse - Yellow		

### CANNAS - 2/5 EYE TRIMMED DIVISIONS

Price Each .05 - Price per 100 \$5.00  
Shipping Season: December 1 - April 1  
Weight per 100 - 20 lbs.

Code No. F-16

Allemania - Scarlet	King Midas - Yellow	Rosea Giganthea - Pink
Apricot - Apricot	Madame Crozy - Red	Rosamond Cole - Light Red
City of Portland - Pink	Mrs. A. F. Conrad - Salmon Pink	The President - Scarlet
Copper Giant - Pink	Pennsylvania - Scarlet	Wintzers Colossal - Scarlet
Golden Gate - Golden Yellow	Red King Humbert - Scarlet	Wyoming - Dark Orange
Hungaria - Pink	Richard Wallace - Yellow	Yellow King Humbert - Yellow



# FLORIDA BULB COMPANY

INCORPORATED  
GROWERS-IMPORTERS-EXPORTERS  
2950 N. W. SEVENTH AVENUE  
MIAMI 37, FLORIDA

New York Office

J. B. Seckler  
55 West 42nd St.  
New York 36, N. Y.  
Bryant 9-6041 - 6042

## SPECIAL QUOTATIONS

### DAHLIAS -- Packaged

SEASON 1957 - 1958

BRAND:	Blue Label	MIN. QUANTITY:	1 Assortment - (12 Boxes)
F.O.B:	Full Freight Allowance, except west of Rocky Mountains 50% freight allowance	PACKING:	Boxes 2 1/2 x 5 x 6. Four color labels. Growing instructions, name of varieties, colors, and quantity indicated.
ROUTING:	Truck	DISPLAY	Full set of colored posters, quarter, half, and full sheet sizes, included free of charge with each order.
SHIPPING	November 15 -	MATERIAL:	
SEASON:	May 15		
TERMS:	1/10/30		

## SPECIFICATIONS

		Code No.
ASSORTMENT NO. 1 - Wrapped Weight 15 lbs.	100 Dahlias wrapped and labeled individually - 10 good varieties \$0.20 each - Assortment \$20.00	G-10
ASSORTMENT NO. 2 - 12 Boxes Weight 12 lbs.	Each box contains 6 large flowering Dahlias assorted types and colors \$0.70 per box - \$8.40 per carton of 12 boxes	G-11
ASSORTMENT NO. 3 - 12 Boxes Weight 12 lbs.	Each box contains 6 beautiful Dahlias. Varieties indicated on label. Wrapped and labeled individually. 3 Decorative Type, 1 Art Type, 1 Ball Type, 1 Cactus Type \$1.00 per box - \$12.00 per carton of 12 boxes	G-12
ASSORTMENT NO. 4 - 12 Boxes Weight 12 lbs.	Each box contains 6 Exhibition Dahlias - Standard varieties, decorative type, wrapped and labeled individually. \$1.20 per box - \$14.40 per carton of 12 boxes	G-13
ASSORTMENT NO. 5 - 12 Boxes Weight 12 lbs.	Each box contains 6 Exhibition Dahlias - New Dinnerplate size varieties, wrapped and labeled individually. \$1.50 per box - \$18.00 per carton of 12 boxes	G-14
ASSORTMENT NO. 6 - 12 Boxes Weight 10 lbs.	Each box contains 5 Honor Roll Dahlias - Finest varieties - wrapped and labeled individually \$2.00 per box - \$18.00 per carton of 12 boxes	G-15
ASSORTMENT NO. 7 - 12 Boxes Weight 8 lbs.	Each box contains 4 Giant Dahlias - Dinnerplate size varieties \$1.00 per box - \$12.00 per carton of 12 boxes	G-16
ASSORTMENT NO. 8 - 12 Boxes Weight 12 lbs.	Each box contains 6 Ball type Dahlias - Finest Varieties \$0.80 per box - \$9.60 per carton of 12 boxes	G-17

Effective 7/1/57



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J. B. Seckler  
55 West 42nd St.  
New York 36, N. Y.  
Bryant 9-0641 - 0642

## SPECIAL QUOTATIONS IMPORTED HOLLAND BULB ASSORTMENTS

Packaged

SEASON 1957 - 1958

<b>BRAND:</b> <b>F.O.B.:</b>  <b>ROUTING:</b> <b>SHIPPING SEASON:</b> <b>MIN. QUANTITY:</b> <b>TERMS:</b>	<b>DUTCH RIBBON</b> Full Freight Allowance, except west of Rocky Mountains 50% freight allowance Truck Early Fall 1 Case (standard packing as indicated) 1/10/30	<b>PACKING:</b>      <b>DISPLAY</b> <b>MATERIAL:</b>	In colorful boxes size 8 x 4 x 1 3/4 inches. Made of sturdy imported cardboard, cellophane wrapped, ventilated window reverse side. Quantity, variety, and planting instructions indicated on box. Colorful display cards and window streamers supplied free of charge with each order.
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### SPECIFICATIONS

Contents Per Case	Bulbs Per Box	Variety	Size	Color	Price Per Case	Weight Per Case	Code No.
5 boxes	12	Tulips	13/up c.m.	Red )	\$32.50	60 lbs.	H-10
3 boxes	12	Tulips	"	Two-Tone )			
3 boxes	12	Tulips	"	Pink )			
3 boxes	12	Tulips	"	Yellow )			
3 boxes	12	Tulips	"	Lavender )			
3 boxes	12	Tulips	"	White )			
3 boxes	12	Tulips	"	Black )			
10 boxes	12	Tulips	"	Assorted )			
5 boxes	6	Hyacinths	15/16 c.m.	Assorted )			
2 boxes	6	Trumpet Daffodils	Doublenose	Assorted )			
5 boxes	6	Narcissus	Doublenose	Assorted )			
5 boxes	15	Crocus	8/9 c.m.	Assorted )			

50

Contents Per Case	Bulbs Per Box	Variety	Size	Color	Price Per Case	Weight Per Case	Code No.
10 boxes	12	Tulips	13/up c.m.	Red )	\$60.00	115 lbs.	H-11
5 boxes	12	Tulips	"	Two-Tone )			
5 boxes	12	Tulips	"	Pink )			
5 boxes	12	Tulips	"	Yellow )			
5 boxes	12	Tulips	"	Lavender )			
5 boxes	12	Tulips	"	White )			
5 boxes	12	Tulips	"	Black )			
25 boxes	12	Tulips	"	Assorted )			
10 boxes	6	Hyacinths	15/16 c.m.	Assorted )			
5 boxes	6	Trumpet Daffodils	Doublenose	Assorted )			
10 boxes	6	Narcissus	Doublenose	Assorted )			
10 boxes	15	Crocus	8/9 c.m.	Assorted )			

100

Effective 7/1/57





# FLORIDA BULB COMPANY

INCORPORATED

GROWERS-IMPORTERS-EXPORTERS

2950 N. W. SEVENTH AVENUE

MIAMI 37, FLORIDA

SPECIAL QUOTATIONS

## IMPORTED HOLLAND BULB ASSORTMENTS

Packaged - Display Units

SEASON 1957 - 1958

BRAND:	ROYAL	TERMS:	1/10/30
F.O.B.:	Full Freight Allowance, except West of Rocky Mountain 50% freight allowance	PACKING:	Packaged: In colorful blue and yellow boxes made of sturdy imported cardboard with rear window ventilated. Quantity, variety, and planting instructions indicated on box.
ROUTING:	Truck		
SHIPPING SEASON:	Early Fall	PACKING:	Display Units: In strong Holland export cases. Divided in ten sections. Sizes 33 x 19 x 12 and 33 x 19 x 6. Lids with attached display cards serve as background for these self service units.
MIN. QUANTITY:	1 Case (standard packing as indicated)		
DISPLAY MATERIAL:	Colorful display cards attached to lid of Display Units - Supplied free of charge with each order		

### SPECIFICATIONS - PACKAGES

Contents Per Case	Bulbs Per Box	Variety	Size	Color	Price Per Case	Weight Per Case	Code No.
100 boxes	10	Giant Darwin Tulips	13/up c.m.	Assorted or Red, Pink, White			
				Yellow, Lavender	\$60.00	115 lbs.	I-10
100 boxes	10	Botanical Tulips	12/13 c.m.	Red Emperor	60.00	115 lbs.	I-11
100 boxes	5	Hyacinths	17/18 c.m.	Assorted or pink, white, blue	60.00	115 lbs.	I-12
100 Boxes	20	Dutch Iris	8/9 c.m.	Assorted	60.00	115 lbs.	I-13
100 boxes	5	Daffodils	Doublenose No. 1	King Alfred	50.00	115 lbs.	I-14
100 boxes	5	Narcissus	Doublenose No. 1	Assorted	50.00	115 lbs.	I-15
100 boxes	20	Crocus	9/10 c.m.	Assorted	50.00	115 lbs.	I-16

### SPECIFICATIONS - DISPLAY UNITS - BULK

Contents Per case	Variety	Size	Color	Price Per Case	Weight Per Case	Code No.
2000	Giant Darwin Tulips	12/13 c.m.	10 colors, 200 each	\$76.50	130 lbs.	I-17
1000	Giant Darwin Tulips	12/13 c.m.	10 colors, 100 each	43.00	65 lbs.	I-18
925	300 Hyacinths	16/17 c.m.	4 colors, 75 each	56.00	130 lbs.	I-19
	225 Daffodils	Doublenose No. 1	Assorted			
	400 Crocus	8/9 c.m.	Assorted			
1130	750 Tulips	12/13 c.m.	5 colors, 150 each	55.50	150 lbs.	I-20
	80 Hyacinths	16/17 c.m.	Assorted			
	100 Daffodils	Doublenose No. 1	Assorted			
	200 Crocus	8/9 c.m.	Assorted			

### SPECIFICATIONS - DISPLAY UNITS - PLIOFILM BAGS

Bags Per Case	Bulbs Per Bag	Variety	Size	Color	Price Per Case	Weight Per Case	Code No.
330	6	Giant Darwin Tulips	12/13 c.m.	10 colors, 33 bags each	\$79.50	130 lbs.	I-21
160	6	Giant Darwin Tulips	12/13 c.m.	10 colors, 16 bags each	45.00	65 lbs.	I-22
176	3	Hyacinths	16/17 c.m.	4 colors, 25 bags each	59.50	130 lbs.	I-23
	4	Daffodils	Doublenose No. 1	56 bags assorted			
	20	Crocus	8/9 c.m.	20 bags assorted			
187	6	Tulips	12/13 c.m.	5 colors, 25 bags each	57.50	120 lbs.	I-24
	3	Hyacinths	16/17 c.m.	26 bags assorted			
	4	Daffodils	Doublenose No. 1	25 bags assorted			
	20	Crocus	8/9 c.m.	11 bags assorted			

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Bryant 9-6041 - 6042

## SPECIAL QUOTATIONS IMPORTED HOLLAND BULB ASSORTMENTS BULK

SEASON 1957 - 1958

BRAND:	DUTCH RIBBON	PACKING:	Packed in strong Holland export cases. Each variety individually packed and labelled in heavy paper ventilated bags.
F.O.B.:	Full Freight Allowance, except West of Rocky Mountains 50% freight allowance	DISPLAY MATERIAL:	Colorful display cards and window streamers supplied free of charge with each order.
ROUTING:	Truck		
SHIPPING SEASON:	Early Fall		
MIN. QUANTITY:	1 Case (standard packing as indicated)		
TERMS:	1/10/30		

### SPECIFICATIONS

<u>COLLECTION A - Code No. J-10</u> Weight per Case 170 lbs.		<u>COLLECTION B - Code No. J-11</u> Weight per Case 250 lbs.	
1000 Darwin Tulips, Giant Size 13/up cm	\$47.00	1500 Darwin Tulips, Giant Size 13/up cm	\$70.50
100 Golden Harvest (yellow)		150 Golden Harvest (yellow)	
100 All Bright (red)		150 All Bright (red)	
100 White Giant (white)		150 Zwanenburg (white)	
100 Insurpassable (heliotrope)		150 Insurpassable (heliotrope)	
100 Bartigen (red)		150 Bartigen (red)	
100 Rhineland (yellow & red)		150 Rhineland (yellow & red)	
100 Princess Elizabeth (rose)		150 Prunus (salmon pink)	
100 Northern Queen (rose & white)		150 Northern Queen (rose & white)	
100 Mothersday (yellow)		150 Mothersday (yellow)	
100 Queen of the Night (maroon)		150 Queen of the Night (maroon)	
300 Darwin Tulips, Top size 11/12 cm	9.00	500 Darwin Tulips, Top size 11/12 cm	15.00
100 Campfire (vermilion)		100 Campfire (vermilion)	
100 Pride of Haarlem (cerise)		100 Wallstreet (yellow)	
100 Orange Delight (bronze)		100 Scotch Lassie (lavender)	
		100 Pride of Haarlem (cerise)	
		100 Orange Delight (bronze)	
75 Hyacinths, Bedding Size 15/16 cm	7.50	150 Hyacinths, Bedding Size 15/16 cm	15.00
25 Bismarck (sky blue)		50 Bismarck (sky blue)	
25 Pink Pearl (pink)		50 Pink Pearl (pink)	
25 L'Innocence (white)		50 L'Innocence (white)	
250 NARCISSUS, Doublenose No. 1	15.00	325 NARCISSUS, Doublenose No. 1	19.50
100 King Alfred (yellow)		100 King Alfred (yellow)	
50 La Riente (white & deep red)		75 La Riente (white & deep red)	
50 Cheerfulness (double white)		75 Cheerfulness (double white)	
50 Dick Wellband (white)		75 Scarlet Elegance (yellow & red)	
150 Crocus, Mixed 8/9	5.25	300 Crocus, Mixed 8/9	10.50
	<u>\$83.75</u>		<u>\$130.50</u>

Effective 7/1/57



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Bryant 9-6041 - 6042

## SPECIAL QUOTATIONS GLADIOLUS - CUT FLOWERS

SEASON 1957 - 1958

F.O.B.:	Full Freight allowance, except West of Rocky Mountains 50% freight allowance	ASSORTMENT:	Well-balanced colors of standard cutflower varieties,
ROUTING:	Railway Express or refrigerated truck	MIN. QUANTITY:	1 Hamper
PACKING:	In sturdy well-ventilated cardboard hampers. Standard packing charge 75 cents per hamper	SHIPPING POINTS AND DATES:	From North Carolina - September 15 - October 15 From North Florida - October 15 - December 1 From South Florida - December 1 - April 15 From North Florida - April 15 - June 1 From North Carolina - June 1 - July 1 From Virginia - June 1 - July 15 From western N. C. - July 15 - September 15
TERMS:	1/10/30		
SHIPPING SEASON:	Throughout entire year		

### SPECIFICATIONS

Grade	Color Label	Price Per Dozen	Dozens Per Hamper	Price Per Hamper	Weight Per Hamper	Code No.
FIRST	Yellow	\$ .80	28	\$22.40	55 lbs.	K-10
EXTRA	Green	1.15	22	25.30	60 lbs.	K-11
FANCY	Red	1.50	18	27.00	60 lbs.	K-12
SPECIAL	Blue	1.80	16	28.80	60 lbs.	K-13

## EXOTIC TROPICAL PLANTS

F.O.B.:	Full Freight Allowance except West of Rocky Mountains 50% freight allowance	SHIPPING SEASON:	Throughout entire year
ROUTING:	Parcel Post or Railway Express	MIN. QUANTITY:	1 Carton
		TERMS:	1/10/30
		DISPLAY	Growing instructions included with each shipment
		MATERIAL:	

### WONDER RESURRECTION PLANTS - BULK

Size	Packing Per Carton	Price Each	Price Per Carton	Weight Per Carton	Code No.
Small	100 Plants	\$0.03	\$3.00	4 lbs.	K-14
Medium	100 Plants	0.05	5.00	6 lbs.	K-15
Large	100 Plants	0.06	6.00	8 lbs.	K-16
Packaged in Polyethylene Bags \$.05 additional each unit - Medium and Large sizes only					

### CALIFORNIA REDWOOD BURLS - BULK

Small	25 Burls	\$0.40	\$10.00	10 lbs.	K-17
Medium	25 Burls	0.65	16.25	20 lbs.	K-18
Large	25 Burls	1.25	31.25	60 lbs.	K-19

Effective 7/1/57



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## JOBBER'S QUOTATIONS FLORIDA-GROWN GLADIOLUS BULBS SEASON 1957 - 1958

F.O.B.: Florida

TERMS: Net

### EXTRA SELECTED SUNSET MIXED COLORS

COMMERCIAL SIZES		Price	Weight
	Inches	Per 1000	Per 1000
No. 3	1 - 1¼	\$10.00	30 lbs.
No. 2	1¼ - 1½	12.50	40 lbs.
No. 1	1½ - 1¾	15.00	60 lbs.
FLORIDA SIZES			
Top	1¾ - 2	17.50	80 lbs.
Exhibition	2 - 2¼	20.00	100 lbs.
Giant	2¼ - 2½	22.50	120 lbs.
Mammoth	2½ - 2¾	25.00	140 lbs.
Special	2¾ - 3	27.50	170 lbs.
Super	3 - 3¼	30.00	200 lbs.

The following separate colors available in all of the above sizes - mixed price plus \$2.50 per 1000  
Red, Pink, White, Yellow, Lavender, Scarlet, Salmon, Cream, Orange, Purple.

The following varieties available in all of the above sizes - mixed price plus \$5.00 per 1000

Elizabeth the Queen - best of all lavender	Paul Rubens - large purple
Florence Nightingale - ruffled white	Phantom Beauty - soft shell pink
Friendship - glistening pink	Picardy - salmon pink
General Eisenhower - fine begonia rose	Purple Supreme - bright purple
Hopman's Glory - deep yellow	Red Charm - medium red
June Bells - good white	Rose of Lima - pink, lighter edge
Lavender Prince - medium lavender	Sans Souci - clear scarlet
Margaret Beaton - white with red blotch	Snow Princess - commercial white
Memorial Day - tall magenta	Spic & Span - ruffled deep pink
Modern Times - large carmine	Spotlight - yellow, red blotch
Morning Kiss - white shaded rose	Valeria - commercial scarlet
New York - tall red	Yellow Herald - clear yellow

SHIPPING SEASON: Throughout entire year.





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## JOBBER'S QUOTATIONS FLORIDA-GROWN FLOWER BULBS

SEASON 1957 - 1958

F.O.B.: Florida

TERMS: Net

### FANCY-LEAVED CALADIUMS

Price Per 1000			
Size Inches	Sunset Mixed	Named Varieties	Weight Per 1000
¾ - 1	\$ 37.50	\$ 42.50	40 lbs.
1 - 1½	60.00	70.00	80 lbs.
1½ - 2	85.00	100.00	160 lbs.
2 - 2½	115.00	135.00	240 lbs.
2½ - 3	150.00	175.00	320 lbs.
3 - 3½	185.00	220.00	480 lbs.
3½ - 4	225.00	270.00	640 lbs.

SHIPPING SEASON: December 1 - April 1  
NAMED VARIETIES ON REVERSE SIDE

### GIANT HYBRID AMARYLLIS

Size Inches	Price Per 1000	Packing Per Ctn.	Weight Per Ctn.
1¾ - 2	\$ 55.00	275	55 lbs.
2 - 2¼	75.00	250	55 lbs.
2¼ - 2½	110.00	200	55 lbs.
2½ - 2¾	140.00	150	55 lbs.
2¾ - 3	200.00	125	55 lbs.
3 - 3¼	275.00	100	55 lbs.
3¼ - 3½	360.00	75	55 lbs.

SHIPPING SEASON: October 1 - March 1

### PAPERWHITE NARCISSUS

Size C. M.	Price Per 1000	Packing Per Case	Weight Per Case
12-13	\$25.00	750	55 lbs.
13-14	32.50	625	55 lbs.
14-15	40.00	500	55 lbs.
15-16	50.00	450	55 lbs.
16-17	60.00	350	55 lbs.

SHIPPING SEASON: August 1 - January 1

### GLORIOSA ROTHSCILDIANA

Size Inches	Price Per 100	Price Per 1000	Weight Per 100
3-4	\$25.00	\$235.00	3 lbs.
4-5	30.00	280.00	5 lbs.
5-6	37.50	350.00	10 lbs.
6-7	45.00	420.00	20 lbs.
7-8	60.00	550.00	35 lbs.

SHIPPING SEASON: Throughout entire year

### TUBEROSES - Mexican Single - Dwarf Double Pearl

Size	Price Per 1000	Weight per 1000
2-3	\$35.00	40 lbs.
3-4	40.00	70 lbs.
4-5	45.00	120 lbs.
5-6	55.00	170 lbs.
6-7	70.00	200 lbs.

SHIPPING SEASON: December 1 - March 1

### CALADIUM ESCULENTUM

Size	Price Per 1000	Weight per 1000
5-7	\$ 50.00	200 lbs.
7-9	80.00	350 lbs.
9-11	150.00	650 lbs.
11-13	225.00	800 lbs.
13-15	325.00	1000 lbs.

SHIPPING SEASON: December 1 - March 1

## FANCY-LEAVED CALADIUM VARIETIES

BLAZE: Very fine low growing red. Scarlet ribs.

CANDIDUM: Snow white leaf with green ribs and veins. A vigorous grower.

CRIMSON WAVE: Large crinkled transparent crimson leaves with deep green border.

DR. GROOVER: Good pink. Low growing heavy leaves. Very colorful.

EDITH MEADE: Narrow green edge with large snow-white center and red midribs.

ITACAPUS: A leading red, medium heavy leaves, low growing and vigorous.

JOHN PEED: Shining bright metallic leaves with red center on moss green ground.

LORD DERBY: A transparent rose-colored leaf with dark ribs and narrow green edge.

MACAHAYBA: Bronze, with green and red rays, large pink and white splotches.

MADAM TRUALL: Deep purplish red with deeper-colored ribs and bronze green edges. Large leaves.

MRS. W. B. HALDEMAN: Bright pink leaf with narrow green edge. One of the best.

MRS. FANNIE MUNSON: Bright crimson, scarlet ribs. Narrow edge of green.

MRS. ARNO H. NEHRING: Dwarf bronzy red with crimson ribs. Shaded coppery red.

MRS. F. SANDERS: Deep rose on roundish large dark green leaf. Heavily blotched.

PINK BEAUTY: Pink. Deeper pink veins.

PINK HORTULANIA: Throughout transparent pink and rose, dark red ribs, narrow green border.

POECILE ANGLAIS: Heavy leafing, low growing red, medium leaf. Very popular.

RECONCAVO: A deep pink center with dark red veins and stem. A strong grower.

RED FLARE: Scarlet leaf, blotched with two shades of green.

RED HORTULANIA: Bright crimson and leaves with bluish tint. Very showy.

RISING SUN: A brilliant deep red center with red ribs on gold tinted background.

SCARLET PIMPERNELLE: Large scarlet leaf with straw or yellowish margin. Void of ribs.

SOROCABA: Transparent silvery white leaves suffused light pink, green ribs, vein and edge.

SPANGLED BANNER: Very good grower. Red leaf, dark ribs with abundant spots of pink.

TRIOMPHE DE L'EXPOSITION: An old favorite with roundish leaf of bright red. Dark green edge.

# FLORIDA BULB COMPANY

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## JOBBER'S QUOTATIONS

### DAHLIAS - CANNAS

SEASON 1957 - 1958

F.O.B.: Florida

TERMS: Net

#### DAHLIAS - STRONG DIVISIONS

<u>Sunset Mixed Colors</u>	\$10.00 per 100	<u>Cactus Type</u>	\$15.00 per 100
		Bertha Horne - Bronzy Yellow	
<u>Separate Colors</u>	\$12.50 per 100	Celia - Lavender Pink	
Red, White, Pink, Yellow, Lavender, Orange		Etenard de Lyon - Lavender	
		Libelle - Royal Purple	
<u>Ball Type</u>	\$15.00 per 100		
A. D. Livoni - Pink		<u>Art Type</u>	\$15.00 per 100
Bonnie Blue - Blue		Diana - Scarlet	
Floral Park Jewel - Red, Tipped White		Geisha - Yellow and Red	
Red Chief - Bright Red		Rosalia Styles - Pink	
Storm King - White			
Yellow Duke - Yellow			

#### Decorative Type - \$15.00 per 100

Aida - Maroon	Mina Burgle - Red
Avalon - Yellow	Oyster Bay Beauty - Blood Red
Barbara Redfern - Gold & Rose	Rosa Nell - Deep Rose Pink
Blue Moon - Rosalyn Purple	Rosa Glory - Rose Lavender
Countess of Pembroke - Lavender	Sanhicans Bluebird - Blue
Darlene - Shell Pink	Sanhicans Monarch - Wine Red
Doazon - Orange Scarlet	Silver Sheen - Lavender
Elinor Vanderveer - Rose Pink	Texas - Orchid
Iowa - Maize, Tipped Pink	The Commodore - Yellow
Judge A. B. Parker - Golden Buff	White President - White
Margaret W. Wilson - Cream White	Yellow Colosse - Yellow

Weight per 100 - 15 lbs.

SHIPPING SEASON: November 15 - May 15

#### CANNAS - 2/5 EYE TRIMMED DIVISIONS

Allemania - Scarlet	King Midas - Yellow	Rosea Giganthea - Pink
Apricot - Apricot	Madame Crozy - Red	Rosemond Cole - Light Red
City of Portland - Pink	Mrs. A. F. Conrad - Salmon Pink	The President - Scarlet
Copper Giant - Pink	Pennsylvania - Scarlet	Wintzers Collosal - Scarlet
Golden Gate - Golden Yellow	Red King Humbert - Scarlet	Wyoming - Dark Orange
Hungaria - Pink	Richard Wallace - Yellow	Yellow King Humbert - Yellow

Price per 1000 - \$50.00    Weight per 1000 - 200 lbs.

SHIPPING SEASON: December 1 - April 1

Effective 7/1/57



**FLORIDA BULB COMPANY**  
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**JOBBER'S QUOTATIONS**

**BIRD OF PARADISE PLANTS**

(*Strelitzia Reginae*)

SEASON 1957 - 1958

SHIPPING SEASON:  
F.O.B.:

Throughout entire year  
California

TERMS:  
ROUTING:

Net  
Railway or Air Express

**SPECIFICATIONS**

Size With- out Pot	Age of Plants	Height from Ground Level	Min. Quantity 1 Carton	Price Per Carton	Weight Per Carton
3 inch	1 year	4- 5 inches	50 plants	\$20.00	20 lbs.
4 inch	1½ years	6- 9 inches	50 plants	27.50	25 lbs.
6 inch	2½ years	10-14 inches	50 plants	37.50	50 lbs.

**ANTHURIUM PLANTS**

(*Andraenum*)

Paradise Assortment of the Finest Varieties and Colors  
Red, Pink, Coral, Orange, White, Salmon, Scarlet, Varigated

SEASON 1957 - 1958

SHIPPING SEASON:  
F.O.B.:

Throughout entire year  
Hawaii

TERMS:  
ROUTING:

Net  
Air Express

**SPECIFICATIONS**

Size	Age of Plants	Leaf Sizes Width & Length	Height from Ground Level	Min. Quantity 1 Carton	Price Per Carton	Weight Per Carton
Seedling	6 Mos.	2½ - 3½ inches	4 - 8 inches	25 plants	\$43.75	6 lbs.
Small	6-12 Mos.	4 - 6 inches	8 - 12 inches	25 plants	56.25	12 lbs.
Medium	12-18 Mos.	4½ - 6 inches	12 - 18 inches	25 plants	75.00	18 lbs.
Large	18-24 Mos.	6 - 8 inches	18 - 24 inches	25 plants	125.00	38 lbs.



# FLORIDA BULB COMPANY

INCORPORATED  
GROWERS-IMPORTERS-EXPORTERS  
2930 N. W. SEVENTH AVENUE  
MIAMI 37, FLORIDA

## JOBBER'S QUOTATIONS HEMEROCALLIS (GIANT HYBRID DAYLILIES)

SEASON 1957 - 1958

SHIPPING SEASON:	Throughout entire year	PACKING:	Each plant wrapped in moistproof paper,
F.O.B.:	Florida		Color or variety indicated on label.
TERMS:	Net	MIN. QUANTITY:	50 plants any one color or variety.

### SPECIFICATIONS AND DETAILED DESCRIPTION Two Year Old Large Reset Plants

	Price per 100
<b>SUNSET MIXED COLORS:</b> Selected Varieties	\$ 9.00
<b>SEPARATE COLORS:</b> Yellow, Red, Bicolor, Bronze, Pink, Wine	12.00
<b>SEPARATE VARIETIES</b>	
BARONET: Early. Evergreen. Brick-red with orange throat. Early flowering red of medium size.	18.00
B. H. FARR: Midseason. Evergreen. Gracefully recurved petals of deep salmon with rose veins.	30.00
BILLIE BURKE: Midseason. Evergreen. A fine bicolor with wide rosy petals and canary yellow sepals.	37.50
BLANCHE HOOKER: Early. Evergreen. The brightest early flowering red in the garden. Rich orange cup.	22.50
CABALLERO: Midseason. Evergreen. A brilliant bicolor with petals of vermilion red and sepals.	37.50
CAPISTRANO: Early. Evergreen. A huge bright yellow. A charming reflexed waxy flower.	30.00
DAINTY BELL: Midseason. Evergreen. Trumpet shaped cadmium yellow, eye zone of light brown.	18.00
DAUNTLESS: Midseason. Evergreen. A pale cadmium buff with a slight pastel blended mid-zone.	30.00
DOROTHY MCDADE: Late. A clean pure light yellow in tubular shaped 5 inch flower.	27.00
DUCHESS OF WINDSOR: Midseason. Evergreen. A cream with a flash of rose in the throat.	37.50
DUNCAN: Early. Evergreen. An extra early bloomer with a dark red flower. Golden throat.	22.50
GEORGIA: Midseason. Evergreen. A huge wide open flower of rose buff tinted pink. 6 inch flowers.	37.50
GLORY: Midseason. A favorite early to midseason bloomer of brilliant deep orange.	37.50
GOLDEN WEST: Midseason. Evergreen. Heavy waxy flowers of bright yellow.	22.50
GOLIATH: Midseason. A broad 7 inch flower of deep rich yellow. Worlds of blooms.	15.00
HONEY: Midseason. Evergreen. Of good rounded form, wide petals of honey color.	30.00
HYPERION: Midseason. Dormant. An old variety but still good. Giant flowers of pale lemon yellow.	24.00
JEAN: Late. A beautiful bicolor with rich contrasting colors brick-red and yellow.	30.00
LA TULIPE: Midseason. Evergreen. A dark red bicolor. Upfaced tulip form.	22.50
MARY GUENTHER: Midseason. The petals are velvety carmine-red. Sepals are clear yellow.	18.00
MIRAGE: Midseason. Evergreen. Mustard-yellow. Frilled and craped. Medium size.	37.50
MOROCCO RED: Midseason. A brilliant flower of Morocco red with a small yellow throat.	18.00
ONEITA: Early. Evergreen. 5 inch flower of rosy-red blooms. Stems are branched with 25 to 50 buds.	37.50
PARTY GOWN: Midseason. Evergreen. A bicolor of lemon yellow sepals and red petals.	37.50
PATRICIA: Midseason. Evergreen. A fine pale yellow with a green throat. Fragrant.	22.50
PINK CHARM: Midseason. A beautiful open flower of ochre red or rose. Broad petals.	30.00
PRINCESS: Midseason. Evergreen. Clear yellow flowers with recurved open facing blooms.	30.00
PURPLE WATERS: Midseason. Evergreen. Full flowers of deep rich wine. Reflexed sepals.	30.00
RAJAH: Midseason. Large flowers of English red with darker eye zone. Orange throat.	30.00
REGAL LADY: Midseason. Petals rose-red with yellow midline. Sepals cream. Green throat.	22.50
RUSSELLS MINUET: Late. Near old rose in color. Yellow throat.	15.00
SEMINOLE CHIEF: Midseason. Blooms of fine form and good size. Almost a cherry red.	30.00
THE DIRECTOR: Midseason. Flower of large size, overlapping petals. Rich wine red veined.	22.50
VULCAN: Midseason. Evergreen. Even toned velvety maroon with golden brown midribs and golden throat.	18.00
WARPATH: Midseason. An outstanding variety of rich bright red with satin sheen. Orange throat.	27.00
WARSAW: Midseason. Evergreen. Deep mahogany red. Almost everblooming.	18.00
WHEELER'S HALO: Midseason. Evergreen. Beautifully shaped rich yellow with cinnamon halo.	37.50

Effective 7/1/57





# FLORIDA BULB COMPANY

INCORPORATED  
GROWERS-IMPORTERS-EXPORTERS  
2950 N. W. SEVENTH AVENUE  
MIAMI 37, FLORIDA

## World's Finest FLORIDA-GROWN GLADIOLUS BULBS

Bulk

SEASON 1957 - 1958

BRAND:	FLORIBULB	TERMS:	1/10/30
F.O.B.:	Miami, Florida	MIN. QUANTITY:	250 bulbs of any one size;
SHIPPING SEASON:	Throughout entire year		mixed, color or variety
ROUTING:	Railway Express (unless otherwise instructed)	DISPLAY MATERIAL:	Colorful display cards supplied free-of-charge on items purchased

### EXTRA SELECTED SUNSET MIXED COLORS

COMMERCIAL SIZES		Price	Price	Weight	
Inches		Each	Per 1000	Per 1000	Code No.
No. 3	1 - 1¼	.015	\$15.00	30 lbs.	L-10
No. 2	1¼ - 1½	.0175	17.50	40 lbs.	L-11
No. 1	1½ - 1¾	.02	20.00	60 lbs.	L-12

### FLORIDA SIZES

Top	1¾ - 2	.0225	22.50	80 lbs.	L-13
Exhibition	2 - 2¼	.025	25.00	100 lbs.	L-14
Giant	2¼ - 2½	.0275	27.50	120 lbs.	L-15
Mammoth	2½ - 2¾	.03	30.00	140 lbs.	L-16
Special	2¾ - 3	.0325	32.50	170 lbs.	L-17
Super	3 - 3¼	.035	35.00	200 lbs.	L-18

The following separate colors available in all of the above sizes - mixed price plus \$2.50 per 1000  
Red, Pink, White, Yellow, Lavender, Scarlet, Salmon, Cream, Orange, Purple

The following varieties available in all of the above sizes - mixed price plus \$5.00 per 1000

Elizabeth the Queen - best of all lavender	L-19	Paul Rubens - large purple	L-31
Florence Nightingale - ruffled white	L-20	Phantom Beauty - soft shell pink	L-32
Friendship - glistening pink	L-21	Picardy - salmon pink	L-33
General Eisenhower - fine begonia rose	L-22	Purple Supreme - bright purple	L-34
Hopman's Glory - deep yellow	L-23	Red Charm - medium red	L-35
June Bells - good white	L-24	Rose of Lima - pink, lighter edge	L-36
Lavender Prince - medium lavender	L-25	Sans Souci - clear scarlet	L-37
Margaret Beaton - white with red blotch	L-26	Snow Princess - commercial white	L-38
Memorial Day - tall magenta	L-27	Spic & Span - ruffled deep pink	L-39
Modern Times - large carmine	L-28	Spotlight - yellow, red blotch	L-40
Morning Kiss - white shaded rose	L-29	Valeria - commercial scarlet	L-41
New York - tall red	L-30	Yellow Herald - clear yellow	L-42

Planting Schedule on Reverse Side

Effective 7/1/57

# GLADIOLUS BULBS

## Planting Schedule

States	Earliest Planting Date
Alabama (South)	Year round
Alabama (North)	November 1
Arizona (South)	Year round
Arizona (North)	December 1
Arkansas (South)	December 1
Arkansas (North)	February 1
California (South)	Year round
California (North)	January 1
Colorado	April 1
Connecticut	March 1
Delaware	February 1
District of Columbia	March 1
Florida	Year round
Georgia (South)	November 1
Georgia (North)	December 1
Idaho	May 1
Illinois (South)	March 1
Illinois (North)	April 1
Indiana (South)	March 1
Indiana (North)	April 1
Iowa	May 1
Kansas (South)	April 1
Kansas (North)	May 1
Kentucky	February 1
Louisiana (South)	Year round
Louisiana (North)	November 1
Maine	May 1
Maryland	March 1
Massachusetts	April 1
Michigan (except Peninsula)	April 1
Michigan (Peninsula)	May 1
Minnesota	May 1
Mississippi (South)	Year round
Mississippi (North)	November 1
Missouri (South)	March 1

States	Earliest Planting Date
Missouri (North)	April 1
Montana	May 1
Nebraska	May 1
Nevada	May 1
New Hampshire	May 1
New Jersey	March 1
New Mexico (South)	Year round
New Mexico (North)	December 1
New York (South)	April 1
New York (North)	May 1
North Carolina	January 1
North Dakota	May 1
Ohio (South)	March 1
Ohio (North)	April 1
Oklahoma (South)	February 1
Oklahoma (North)	March 1
Oregon (East)	April 1
Oregon (West)	January 1
Pennsylvania	April 1
Rhode Island	April 1
South Carolina	December 1
South Dakota	May 1
Tennessee	January 1
Texas (Southeast)	Year round
Texas (South)	November 1
Texas (North)	December 1
Texas (Panhandle)	March 1
Utah	May 1
Vermont	May 1
Virginia	February 1
Washington (East)	April 1
Washington (West)	January 1
West Virginia	March 1
Wisconsin	May 1
Wyoming	May 1

# FLORIDA BULB COMPANY

INCORPORATED  
GROWERS-IMPORTERS-EXPORTERS  
2950 N. W. SEVENTH AVENUE  
MIAMI 37, FLORIDA

## World's Finest FLORIDA-GROWN GLADIOLUS BULBS

### EXTRA SELECTED, SUNSET MIXED COLORS

#### Packaged

SEASON 1957 - 1958

BRAND:	FLORIBULB	BOXES:	Measurements - Box No. 1 - 3¼ x 4 x 1½, Box No. 2 - 6 x 5 x 1½, Box No. 3 - 6 x 5 x 2½. Quantity, size bulbs and cultural instructions indicated. Space provided for retail price. Ventilated.
F.O.B.:	Miami, Florida	MESH	Measurements - Bag No. 4 - 5 x 6, Bag No. 5 - 6¼ x 12. Label attached indicating quantity and size bulbs per bag, also cultural instructions.
ROUTING:	Railway Express (unless otherwise instructed). Special Florida Commodity Rate approximately 50% regular Express rate.	BAGS:	Measurements - Bag No. 6 - 6 x 8½, strong, ventilated, extra transparent. Quantity, size bulbs and cultural instructions indicated. Space provided for retail price.
SHIPPING DATE:	Throughout entire year	POLY-	
MIN. QUANTITY:	1 Carton any one size	ETHYLENE	
TERMS:	1/10/30	BAGS:	
DISPLAY	Colorful display cards supplied free		
MATERIAL:	of charge with all mesh bag orders.		

#### SPECIFICATIONS

##### MESH BAG NO. 4 or BOX NO. 1 60 Bags or Boxes Per Carton Weight Per Carton 18 lbs.

Bulbs Per Bag or Box	Trade Size	Price Per Bag or Box	Price Per Carton	Code No.
1	Mammoth	.105	\$ 6.30	M-10
2	Giant	.13	7.80	M-11
3	Exhibition	.15	9.00	M-12
4	Top	.165	9.90	M-13
9	Special	.255	15.30	M-14
12	Commercial	.285	17.10	M-15
18	Garden	.345	20.70	M-16

##### POLYETHYLENE BAG NO. 6 or BOX NO. 2 60 Bags or Boxes Per Carton Weight Per Carton 40 lbs.

Bulbs Per Bag or Box	Trade Size	Price Per Bag or Box	Price Per Carton	Code No.
3	Mammoth	.165	\$ 9.90	M-17
4	Giant	.185	11.10	M-18
6	Exhibition	.225	13.50	M-19
7	Top	.2325	13.95	M-20
18	Special	.435	26.10	M-21
24	Commercial	.495	29.70	M-22
36	Garden	.615	36.90	M-23

##### BOX NO. 3 36 Boxes Per Carton Weight Per Carton 48 lbs.

Bulbs Per Box	Trade Size	Price Per Box	Price Per Ctn.	Code No.
6	Mammoth	.26	\$ 9.36	M-24
9	Giant	.3275	11.79	M-25
12	Exhibition	.38	13.68	M-26
15	Top	.4175	15.03	M-27
36	Special	.80	28.80	M-28
48	Commercial	.92	33.12	M-29
72	Garden	1.16	41.76	M-30

##### MESH BAG NO. 5 24 Bags Per Carton Weight Per Carton 60 lbs.

Bulbs Per Bag	Trade Size	Price Per Bag	Price Per Ctn.	Code No.
12	Mammoth	.46	\$11.04	M-31
18	Giant	.595	14.28	M-32
24	Exhibition	.70	16.80	M-33
30	Top	.775	18.60	M-34
50	Special	1.10	26.40	M-35
75	Commercial	1.4125	33.90	M-36
100	Garden	1.60	38.40	M-37

# GLADIOLUS BULBS

## Planting Schedule

States	Earliest Planting Date
Alabama (South) .....	Year round
Alabama (North) .....	November 1
Arizona (South) .....	Year round
Arizona (North) .....	December 1
Arkansas (South) .....	December 1
Arkansas (North) .....	February 1
California (South) .....	Year round
California (North) .....	January 1
Colorado .....	April 1
Connecticut .....	March 1
Delaware .....	February 1
District of Columbia .....	March 1
Florida .....	Year round
Georgia (South) .....	November 1
Georgia (North) .....	December 1
Idaho .....	May 1
Illinois (South) .....	March 1
Illinois (North) .....	April 1
Indiana (South) .....	March 1
Indiana (North) .....	April 1
Iowa .....	May 1
Kansas (South) .....	April 1
Kansas (North) .....	May 1
Kentucky .....	February 1
Louisiana (South) .....	Year round
Louisiana (North) .....	November 1
Maine .....	May 1
Maryland .....	March 1
Massachusetts .....	April 1
Michigan (except Peninsula) .....	April 1
Michigan (Peninsula) .....	May 1
Minnesota .....	May 1
Mississippi (South) .....	Year round
Mississippi (North) .....	November 1
Missouri (South) .....	March 1

States	Earliest Planting Date
Missouri (North) .....	April 1
Montana .....	May 1
Nebraska .....	May 1
Nevada .....	May 1
New Hampshire .....	May 1
New Jersey .....	March 1
New Mexico (South) .....	Year round
New Mexico (North) .....	December 1
New York (South) .....	April 1
New York (North) .....	May 1
North Carolina .....	January 1
North Dakota .....	May 1
Ohio (South) .....	March 1
Ohio (North) .....	April 1
Oklahoma (South) .....	February 1
Oklahoma (North) .....	March 1
Oregon (East) .....	April 1
Oregon (West) .....	January 1
Pennsylvania .....	April 1
Rhode Island .....	April 1
South Carolina .....	December 1
South Dakota .....	May 1
Tennessee .....	January 1
Texas (Southeast) .....	Year round
Texas (South) .....	November 1
Texas (North) .....	December 1
Texas (Panhandle) .....	March 1
Utah .....	May 1
Vermont .....	May 1
Virginia .....	February 1
Washington (East) .....	April 1
Washington (West) .....	January 1
West Virginia .....	March 1
Wisconsin .....	May 1
Wyoming .....	May 1

# FLORIDA BULB COMPANY

INCORPORATED  
GROWERS-IMPORTERS-EXPORTERS  
2950 N. W. SEVENTH AVENUE  
MIAMI 37, FLORIDA

## World's Finest FLORIDA-GROWN GLADIOLUS BULBS

Bulk

SEASON 1957 - 1958

BRAND: FLORIBULB  
F.O.B.: Florida  
ROUTING: Railway Express (unless  
otherwise instructed)  
Special Florida Commodity Rate  
approximately 50% regular express  
rate.  
TERMS: 1/10/30

MIN. QUANTITY: Fancy-Leaved Caladiums - 250 any one size  
Giant Hybrid Amaryllis - 1 carton  
Paperwhite Narcissus - 1 case  
Gloriosa Rothschildiana - 100  
Tuberose - 250 any one size  
Caladium Esculentum - 250 any one size  
DISPLAY MATERIAL: Colorful display cards supplied free-  
of-charge on items purchased

### FANCY-LEAVED CALADIUMS

Sunset Mixed		Named Varieties				
Size	Price	Price	Price	Price	Weight	Code No.
Inches	Each	Per 100	Each	Per 100	Per 100	
¾ - 1	.05	\$ 5.00	.06	\$ 6.00	4 lbs.	N-10
1 - 1½	.08	8.00	.10	10.00	8 lbs.	N-11
1½ - 2	.125	12.50	.15	15.00	16 lbs.	N-12
2 - 2½	.175	17.50	.225	22.50	24 lbs.	N-13
2½ - 3	.225	22.50	.275	27.50	32 lbs.	N-14
3 - 3½	.275	27.50	.325	32.50	48 lbs.	N-15
3½ - 4	.35	35.00	.40	40.00	64 lbs.	N-16

SHIPPING SEASON: December 1 - April 1  
Named Varieties on Reverse Side

### GIANT HYBRID AMARYLLIS

Sunset Mixed Colors						
Size	Price	Price	Packing	Price	Weight	Code No.
Inches	Each	Per 100	Per Ctn.	Per Ctn.	Per Ctn.	
1½ - 2	.08	\$ 8.00	275	\$22.00	55 lbs.	N-17
2 - 2¼	.11	11.00	250	27.50	55 lbs.	N-18
2¼ - 2½	.175	17.50	200	35.00	55 lbs.	N-19
2½ - 2¾	.225	22.50	150	33.75	55 lbs.	N-20
2¾ - 3	.275	27.50	125	34.38	55 lbs.	N-21
3 - 3¼	.40	40.00	100	40.00	55 lbs.	N-22
3¼ - 3½	.50	50.00	75	37.50	55 lbs.	N-23

SHIPPING SEASON: October 1 - March 1

### PAPERWHITE NARCISSUS

For Growing in Bowls

Size	Price	Price	Packing	Price	Weight	Code No.
C.M.	Each	Per 100	Per Case	Per Case	Per Case	
12-13	.035	\$ 3.50	750	\$26.25	55 lbs.	N-24
13-14	.0425	4.25	625	26.56	55 lbs.	N-25
14-15	.05	5.00	500	25.00	55 lbs.	N-26
15-16	.06	6.00	450	27.00	55 lbs.	N-27
16-17	.075	7.50	350	26.25	55 lbs.	N-28

SHIPPING SEASON: August 1 - January 1

### GLORIOSA ROTHSCILDIANA

Climbing Lily

Size	Price	Price	Weight	Code No.
Inches	Each	Per 100	Per 100	
3-4	.30	\$30.00	3 lbs.	N-29
4-5	.40	40.00	5 lbs.	N-30
5-6	.50	50.00	10 lbs.	N-31
6-7	.60	60.00	20 lbs.	N-32
7-8	.80	80.00	35 lbs.	N-33

SHIPPING SEASON: Throughout entire year

### TUBEROSES Mexican Single - Dwarf Double Pearl

Size	Price	Price	Weight	Code No.
Inches	Each	Per 100	Per 100	
2-3	.04	\$4.00	4 lbs.	N-34
3-4	.05	5.00	7 lbs.	N-35
4-5	.06	6.00	12 lbs.	N-36
5-6	.07	7.00	17 lbs.	N-37
6-7	.085	8.50	20 lbs.	N-38

SHIPPING SEASON: December 1 - March 1

### CALADIUM ESCULENTUM Elephant Ear

Size	Price	Price	Weight	Code No.
Inches	Each	Per 100	Per 100	
5-7	.06	\$ 6.00	20 lbs.	N-39
7-9	.10	10.00	35 lbs.	N-40
9-11	.175	17.50	65 lbs.	N-41
11-13	.25	25.00	80 lbs.	N-42
13-15	.35	35.00	100 lbs.	N-43

SHIPPING SEASON: December 1 - March 1

## FANCY-LEAVED CALADIUM VARIETIES

BLAZE: Very fine low growing red. Scarlet ribs.

CANDIDUM: Snow white leaf with green ribs and veins. A vigorous grower.

CRIMSON WAVE: Large crinkled transparent crimson leaves with deep green border.

DR. GROOVER: Good pink. Low growing heavy leaves. Very colorful.

EDITH MEADE: Narrow green edge with large snow-white center and red midribs.

ITACAPUS: A leading red, medium heavy leaves, low growing and vigorous.

JOHN PEED: Shining bright metallic leaves with red center on moss green ground.

LORD DERBY: A transparent rose-colored leaf with dark ribs and narrow green edge.

MACAHAYBA: Bronze, with green and red rays, large pink and white splotches.

MADAM TRUALL: Deep purplish red with deeper-colored ribs and bronze green edges. Large leaves.

MRS. W. B. HALDEMAN: Bright pink leaf with narrow green edge. One of the best.

MRS. FANNIE MUNSON: Bright crimson, scarlet ribs. Narrow edge of green.

MRS. ARNO H. NEHRING: Dwarf bronzy red with crimson ribs. Shaded coppery red.

MRS. F. SANDERS: Deep rose on roundish large dark green leaf. Heavily blotched.

PINK BEAUTY: Pink. Deeper pink veins.

PINK HORTULANIA: Throughout transparent pink and rose, dark red ribs, narrow green border.

POECILE ANGLAIS: Heavy leafing, low growing red, medium leaf. Very popular.

RECONCAVO: A deep pink center with dark red veins and stem. A strong grower.

RED FLARE: Scarlet leaf, blotched with two shades of green.

RED HORTULANIA: Bright crimson and leaves with bluish tint. Very showy.

RISEING SUN: A brilliant deep red center with red ribs on gold tinted background.

SCARLET PIMPERNELLE: Large scarlet leaf with straw or yellowish margin. Void of ribs.

SOROCABA: Transparent silvery white leaves suffused light pink, green ribs, vein and edge.

SPANGLED BANNER: Very good grower. Red leaf, dark ribs with abundant spots of pink.

TRIOMPHE DE L'EXPOSITION: An old favorite with roundish leaf of bright red. Dark green edge.

# FLORIDA BULB COMPANY

INCORPORATED  
GROWERS-IMPORTERS-EXPORTERS  
2950 N. W. SEVENTH AVENUE  
MIAMI 37, FLORIDA

## FLORIDA AND HAWAIIAN GROWN BULBS AND PLANTS

Packaged  
SEASON 1957 - 1958

BRAND:	Floribulb	MIN. QUANTITY:	All items 1 carton any one size or variety except Hemerocallis 100 plants - 25 any one color.
F.O.B.:	Miami, Florida		
ROUTING:	Railway Express (unless otherwise instructed) special Florida commodity rate approximately 50% regular rate.	PACKING:	Caladiums, Amaryllis, Gloriosa, Hemerocallis: Polyethylene bag with illustrated label and growing instructions. Ti Plants; illustrated box 1 1/4 x 1 1/4 x 3 1/2. Full description and growing instructions indicated.
SHIPPING SEASON:	Caladiums - December 1 - April 1 Amaryllis - October 1 - March 1 Other items throughout entire year		
TERMS:	1/10/30		

SPECIFICATIONS					
Bulbs - Plants Per Bag or Box	Price Per Bag or Box	Bags or Boxes Per Carton	Price Per Carton	Weight Per Carton	Code No.
<b>FANCY LEAVED CALADIUMS SUNSET MIXED</b>					
1 Garden size	.10	200	\$20.00	10 lbs.	O-10
2 Garden size	.15	200	30.00	20 lbs.	O-11
3 Garden size	.20	200	40.00	30 lbs.	O-12
1 Commercial size	.13	200	26.00	20 lbs.	O-13
2 Commercial size	.21	200	42.00	40 lbs.	O-14
1 Top size	.175	100	17.50	20 lbs.	O-15
2 Top size	.30	100	30.00	35 lbs.	O-16
1 Exhibition size	.225	100	22.50	25 lbs.	O-17
1 Giant size	.275	100	27.50	35 lbs.	O-18
1 Mammoth size	.325	100	32.50	50 lbs.	O-19
1 Special size	.40	100	40.00	65 lbs.	O-20
<b>GIANT RED HYBRID AMARYLLIS</b>					
1 Top size	.13	100	\$13.00	20 lbs.	O-21
1 Exhibition size	.16	100	16.00	22 lbs.	O-22
1 Giant size	.225	100	22.50	28 lbs.	O-23
1 Mammoth size	.275	100	27.50	38 lbs.	O-24
1 Special size	.325	100	32.50	44 lbs.	O-25
<b>GLORIOSA ROTHSCHILDIANA</b>					
1 Top size	.35	50	\$17.50	2 lbs.	O-26
1 Exhibition size	.45	50	22.50	3 lbs.	O-27
1 Giant size	.55	50	27.50	5 lbs.	O-28
1 Mammoth size	.65	50	32.50	10 lbs.	O-29
1 Special size	.85	50	42.50	18 lbs.	O-30
<b>GIANT HYBRID HEMEROCALLIS - DAYLILIES</b>					
Red - Yellow - Bicolor - Pink - Bronze - Wine					
1 Plant	.30	100	\$30.00	40 lbs.	O-31
<b>HAWAIIAN TI PLANTS</b>					
1 Plant	.30	100	\$30.00	30 lbs.	O-32
<b>TROPICAL PALMS</b>					
3 Plants per pot	.45	50 Pots	\$ 22.50	20 lbs.	O-33

Effective 7/1/57





# FLORIDA BULB COMPANY

INCORPORATED  
GROWERS-IMPORTERS-EXPORTERS  
2950 N. W. SEVENTH AVENUE  
MIAMI 37, FLORIDA

## PREPLANTED FLOWER BULBS For Indoor Growing

SEASON 1957 - 1958

BRAND:	FLORIBULB	DESCRIPTION:	Cup - 8 oz. 3 1/8 x 3 3/8 x 2 1/2 waxed and waterproofed.
F.O.B.:	Miami, Florida		Bowl - 16 oz. 5 1/2 x 2 1/4 x 2 3/8 - made of strong and durable plastic material with heavy frost white ethylene tight fitting cover
ROUTING:	Railway Express (unless otherwise instructed). Special Florida commodity rate approximately 50% regular Express rate.		Indicated on cup.
MIN. QUANTITY:	1 Carton any one variety	CULTURAL INSTRUCTIONS:	Included in bowls.
TERMS:	1/10/30	VARIETY OF BULBS:	Indicated on covers of both items
COLOR OF CONTAINERS:	Cups - Yellow		Containers are complete units of bulbs with special growing material. Bulbs are selected to produce magnificent flowers.
SELECTION:	Bowls: Red-Yellow-Green-Blue	DISPLAY MATERIAL:	Colorful display cards supplied free of charge on items purchased
	Cups - 1 color per carton		
	Bowls - Assorted colors per carton		
CONTENTS:	Cup - 1 bulb		
	Bowl - 3 bulbs - 1 variety		

### SPECIFICATIONS

#### DARWIN TULIPS - RED

	Price	Units	Price	Weight	
	Per	Per	Per	Per	
Item	Unit	Carton	Carton	Carton	Code No.
Cup	.19	60	\$11.40	10 lbs.	P-10
Bowl	.58	24	13.92	10 lbs.	P-11

SHIPPING SEASON: September 15 - January 1

#### FRAGRANT HYACINTHS - PINK

	Price	Units	Price	Weight	
	Per	Per	Per	Per	
Item	Unit	Carton	Carton	Carton	Code No.
Cup	.23	60	\$13.80	10 lbs.	P-12
Bowl	.68	24	16.32	10 lbs.	P-13

SHIPPING SEASON: September 15 - January 1

#### PAPERWHITE NARCISSUS - WHITE

	Price	Units	Price	Weight	
	Per	Per	Per	Per	
Item	Unit	Carton	Carton	Carton	Code No.
Cup	.16	60	\$ 9.60	10 lbs.	P-14
Bowl	.50	24	12.00	10 lbs.	P-15

SHIPPING SEASON: August 1 - January 1

#### FANCY-LEAVED CALADIUMS - RED

	Price	Units	Price	Weight	
	Per	Per	Per	Per	
Item	Unit	Carton	Carton	Carton	Code No.
Cup	.19	60	\$11.40	10 lbs.	P-16
Bowl	.58	24	13.92	10 lbs.	P-17

SHIPPING SEASON: December 1 - April 1

#### DAFFODILS - YELLOW

	Price	Units	Price	Weight	
	Per	Per	Per	Per	
Item	Unit	Carton	Carton	Carton	Code No.
Bowl	.58	24	\$13.92	10 lbs.	P-18

SHIPPING SEASON: September 15 - January 1

#### AMARYLLIS - RED

	Price	Units	Price	Weight	
	Per	Per	Per	Per	
Item	Unit	Carton	Carton	Carton	Code No.
Bowl	.58	24	\$13.92	10 lbs.	P-19

SHIPPING SEASON: October 1 - March 1



# FLORIDA BULB COMPANY

INCORPORATED  
GROWERS-IMPORTERS-EXPORTERS  
2950 N. W. SEVENTH AVENUE  
MIAMI 37, FLORIDA

## DAHLIAS - CANNAS

BULK

SEASON 1957 - 1958

BRAND:	FLORIBULB	TERMS:	1/10/30
F.O.B.:	Florida	MIN. QUANTITY:	Dahlias 25 any one variety
ROUTING:	Railway Express (unless otherwise instructed) Special Florida commodity rate approximately 50% regular Express rate	DISPLAY MATERIAL:	Cannas 100 any one variety Colorful display cards supplied free of charge on items purchased

### DAHLIAS - STRONG DIVISIONS

Shipping Season: November 15 - May 15

Weight per 100 - 15 lbs.

<u>Sunset Mixed Colors</u>	\$12.50 per 100	Code No. Q-10	<u>Decorative Type</u>	\$17.50 per 100	Code No. Q-15
			Aida - Maroon		
<u>Separate Colors</u>	\$15.00 per 100	Code No. Q-11	Avalon - Yellow		
Red, White, Pink, Yellow, Lavender, Orange			Barbara Redfern - Gold & Rose		
			Blue Moon - Rosalyn Purple		
<u>Ball Type</u>	\$17.50 per 100	Code No. Q-12	Countess of Pembroke - Lavender		
A. D. Livoni - Pink			Darlene - Shell Pink		
Bonnie Blue - Blue			Doazon - Orange Scarlet		
Floral Park Jewel - Red, Tipped White			Elinor Vanderveer - Rose Pink		
Red Chief - Bright Red			Iowa - Maize, Tipped Pink		
Storm King - White			Judge A. B. Parker - Golden Buff		
Yellow Duke - Yellow			Margaret W. Wilson - Cream White		
			Mina Burgle - Red		
<u>Cactus Type</u>	\$17.50 per 100	Code No. Q-13	Oyster Bay Beauty - Blood Red		
Bertha Horne - Bronzy Yellow			Rosa Nell - Deep Rose Pink		
Celia - Lavender Pink			Rose Glory - Rose Lavender		
Etenard de Lyon - Lavender			Sanhicans Bluebird - Blue		
Libelle - Royal Purple			Sanhicans Monarch - Wine Red		
			Silver Sheen - Lavender		
<u>Art Type</u>	\$17.50 per 100	Code No. Q-14	Texas - Orchid		
Diana - Scarlet			The Commodore - Yellow		
Geisha - Yellow & Red			White President - White		
Rosalia Styles - Pink			Yellow Colosse - Yellow		

### CANNAS - 2/5 EYE TRIMMED DIVISIONS

Price Each .06 - Price per 100 \$6.00

Shipping Season: December 1 - April 1

Weight per 100 - 20 lbs.

Code No. Q-16

Allemania - Scarlet	King Midas - Yellow	Rosea Giganthea - Pink
Apricot - Apricot	Madame Crozy - Red	Rosemond Cole - Light Red
City of Portland - Pink	Mrs. A. F. Conrad - Salmon Pink	The President - Scarlet
Copper Giant - Pink	Pennsylvania - Scarlet	Wintzers Collosal - Scarlet
Golden Gate - Golden Yellow	Red King Humbert - Scarlet	Wyoming - Dark Orange
Hungaria - Pink	Richard Wallace - Yellow	Yellow King Humbert - Yellow

Effective 7/1/57



# FLORIDA BULB COMPANY

INCORPORATED  
GROWERS-IMPORTERS-EXPORTERS  
2950 N. W. SEVENTH AVENUE  
MIAMI 37, FLORIDA

## DAHLIAS - Packaged

SEASON 1957 - 1958

BRAND:	BLUE LABEL	MIN. QUANTITY:	1 Assortment - (12 boxes)
F.O.B.:	Michigan	PACKING:	Boxes 2½ x 5 x 6. Four color labels.
ROUTING:	Railway Express (unless otherwise instructed) Special Commodity Rate approximately 50% regular Express rate.	DISPLAY	Growing instructions, name of varieties, colors, and quantity indicated.
TERMS:	1/10/30	MATERIAL:	Full set of colored posters, quarter, half, and full sheet sizes, included free of charge with each order.
SHIPPING SEASON:	November 15 - May 15		

### SPECIFICATIONS

		Code No.
ASSORTMENT NO. 1 - Wrapped Weight 15 lbs.	100 Dahlias wrapped and labeled individually - 10 good varieties \$0.21 each - Assortment \$21.00	R-10
ASSORTMENT NO. 2 - 12 Boxes Weight 12 lbs.	Each box contains 6 large flowering Dahlias assorted types and colors \$0.75 per box - \$9.00 per carton of 12 boxes	R-11
ASSORTMENT NO. 3 - 12 Boxes Weight 12 lbs.	Each box contains 6 beautiful Dahlias. Varieties indicated on label. Wrapped and labeled individually. 3 Decorative Type, 1 Art Type, 1 Ball Type, 1 Cactus Type \$1.05 per box - \$12.60 per carton of 12 boxes	R-12
ASSORTMENT NO. 4 - 12 Boxes Weight 12 lbs.	Each box contains 6 Exhibition Dahlias - Standard varieties, decorative type, wrapped and labeled individually. \$1.25 per box - \$15.00 per carton of 12 boxes	R-13
ASSORTMENT NO. 5 - 12 Boxes Weight 12 lbs.	Each box contains 6 Exhibition Dahlias - New Dinnerplate size varieties, wrapped and labeled individually, \$1.60 per box - \$19.20 per carton of 12 boxes	R-14
ASSORTMENT NO. 6 - 12 Boxes Weight 10 lbs.	Each box contains 5 Honor Roll Dahlias - Finest varieties - wrapped and labeled individually \$2.10 per box - \$25.20 per carton of 12 boxes	R-15
ASSORTMENT NO. 7 - 12 Boxes Weight 8 lbs.	Each box contains 4 Giant Dahlias - Dinnerplate size varieties \$1.05 per box - \$12.60 per carton of 12 boxes	R-16
ASSORTMENT NO. 8 - 12 Boxes Weight 12 lbs.	Each box contains 6 Ball type Dahlias - Finest varieties \$0.85 per box - \$10.20 per carton of 12 boxes	R-17



# FLORIDA BULB COMPANY

INCORPORATED  
GROWERS-IMPORTERS-EXPORTERS  
2950 N. W. SEVENTH AVENUE  
MIAMI 37, FLORIDA

## IMPORTED HOLLAND BULB ASSORTMENT

Packaged  
SEASON 1957 - 1958

BRAND:	DUTCH RIBBON	PACKING:	In colorful boxes size 8 x 4 x 1 3/4 inches. Made of sturdy imported cardboard, cellophane wrapped, ventilated window reverse side. Quantity, variety, and planting instructions indicated on box.
F.O.B.:	New York City		
ROUTING:	Railway Express (unless otherwise instructed) Special Commodity Rate, approximately 50% regular rate.		
SHIPPING SEASON:	Early Fall		
MIN. QUANTITY:	1 Case (standard packing as indicated)	DISPLAY MATERIAL:	Colorful display cards and window streamers supplied free of charge with each order
TERMS:	1/10/30		

### SPECIFICATIONS

Contents Per Case	Bulbs Per Box	Variety	Size	Color	Price Per Case	Weight Per Case	Code No.
5 boxes	12	Tulips	13/up c.m.	Red )	\$35.00	60 lbs.	S-10
3 boxes	12	Tulips	"	Two-Tone )			
3 boxes	12	Tulips	"	Pink )			
3 boxes	12	Tulips	"	Yellow )			
3 boxes	12	Tulips	"	Lavender )			
3 boxes	12	Tulips	"	White )			
3 boxes	12	Tulips	"	Black )			
10 boxes	12	Tulips	"	Assorted )			
5 boxes	6	Hyacinths	15/16 c.m.	Assorted )			
2 boxes	6	Trumpet Daffodils	Doublenose	Assorted )			
5 boxes	6	Narcissus	Doublenose	Assorted )			
5 boxes	15	Crocus	8/9 c.m.	Assorted )			

50

Contents Per Case	Bulbs Per Box	Variety	Size	Color	Price Per Case	Weight Per Case	Code No.
10 boxes	12	Tulips	13/up c.m.	Red )	\$62.50	115 lbs.	S-11
5 boxes	12	Tulips	"	Two-Tone )			
5 boxes	12	Tulips	"	Pink )			
5 boxes	12	Tulips	"	Yellow )			
5 boxes	12	Tulips	"	Lavender )			
5 boxes	12	Tulips	"	White )			
5 boxes	12	Tulips	"	Black )			
25 boxes	12	Tulips	"	Assorted )			
10 boxes	6	Hyacinths	15/16 c.m.	Assorted )			
5 boxes	6	Trumpet Daffodils	Doublenose	Assorted )			
10 boxes	6	Narcissus	Doublenose	Assorted )			
10 boxes	15	Crocus	8/9 c.m.	Assorted )			

100





# FLORIDA BULB COMPANY

INCORPORATED

GROWERS-IMPORTERS-EXPORTERS

2950 N. W. SEVENTH AVENUE

MIAMI 37, FLORIDA

## IMPORTED HOLLAND BULB ASSORTMENTS

Packaged - Display Units

SEASON 1957 - 1958

BRAND:	ROYAL	PACKING:	Packaged: In colorful blue and yellow boxes made of sturdy imported cardboard with rear window ventilated. Quantity, variety, and planting instructions indicated on box.
F.O.B.:	New York City		
ROUTING:	Railway Express (unless otherwise instructed) Special Commodity Rate, approximately 50% regular rate.		
SHIPPING SEASON:	Early Fall	PACKING:	Display Units: In strong Holland export cases. Divided in ten sections. Sizes 33 x 19 x 6 and 33 x 19 x 12. Lids with attached display cards serve as background for these self service units.
MIN. QUANTITY:	1 Case (standard packing as indicated)		
TERMS:	1/10/30		
DISPLAY	Colorful Display Cards attached to lid		
MATERIAL:	of Display Units, supplied free of charge with each order.		

### SPECIFICATIONS - PACKAGES

Contents Per Case	Bulbs Per Box	Variety	Size	Color	Price Per Case	Weight Per Case	Code No.
100 boxes	10	Giant Darwin Tulips	13/up c.m.	Assorted or Separate Red, Pink, White, Yellow, Lavender	\$66.00	115 lbs.	T-10
100 boxes	10	Botanical Tulips	12/13 c.m.	Red Emperor	\$66.00	115 lbs.	T-11
100 boxes	5	Hyacinths	17/18 c.m.	Assorted or Pink, White, Blue	\$66.00	115 lbs.	T-12
100 boxes	20	Dutch Iris	8/ 9 c.m.	Assorted	\$66.00	115 lbs.	T-13
100 boxes	5	Daffodils	Doublenose No. 1	King Alfred	\$55.00	115 lbs.	T-14
100 boxes	5	Narcissus	Doublenose No. 1	Assorted	\$55.00	115 lbs.	T-15
100 boxes	20	Crocus	9/10 c.m.	Assorted	\$55.00	115 lbs.	T-16

### SPECIFICATIONS - DISPLAY UNITS - BULK

Contents Per Case	Variety	Size	Color	Price Per Case	Weight Per Case	Code No.
2000	Giant Darwin Tulips	12/13 c.m.	10 colors, 200 each	\$84.15	130 lbs.	T-17
1000	Giant Darwin Tulips	12/13 c.m.	10 colors, 100 each	47.30	65 lbs.	T-18
925	300 Hyacinths	16/17 c.m.	4 colors, 75 each	61.60	130 lbs.	T-19
	225 Daffodils	Doublenose No. 1	Assorted			
	400 Crocus	8/9 c.m.	Assorted			
1130	750 Tulips	12/13 c.m.	5 colors, 150 each	61.00	120 lbs.	T-20
	80 Hyacinths	16/17 c.m.	Assorted			
	100 Daffodils	Doublenose No. 1	Assorted			
	200 Crocus	8/9 c.m.	Assorted			

### SPECIFICATIONS - DISPLAY UNITS - PLIOFILM BAGS

Bags Per Case	Bulbs Per Box	Variety	Size	Color	Price Per Case	Weight Per Case	Code No.
330	6	Giant Darwin Tulips	12/13 c.m.	10 colors, 33 bags each	\$87.45	130 lbs.	T-21
160	6	Giant Darwin Tulips	12/13 c.m.	10 colors, 16 bags each	49.50	65 lbs.	T-22
176	3	Hyacinths	16/17 c.m.	4 colors, 25 bags each	65.45	130 lbs.	T-23
	4	Daffodils	Doublenose No. 1	56 bags assorted			
	20	Crocus	8/9 c.m.	20 bags assorted			
187	6	Tulips	12/13 c.m.	5 colors, 25 bags each	63.25	120 lbs.	T-24
	3	Hyacinths	16/17 c.m.	26 bags assorted			
	4	Daffodils	Doublenose No. 1	25 bags assorted			
	20	Crocus	8/9 c.m.	11 bags assorted			

Effective 7/1/57



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**FLORIDA BULB COMPANY**  
INCORPORATED  
**GROWERS-IMPORTERS-EXPORTERS**  
**2950 N. W. SEVENTH AVENUE**  
**MIAMI 37, FLORIDA**

**IMPORTED HOLLAND BULB ASSORTMENTS**

**BULK**

SEASON 1957 - 1958

<b>BRAND:</b> DUTCH RIBBON <b>F.O.B.:</b> New York City <b>ROUTING:</b> Railway Express (unless otherwise indicated) Special Commodity Rate, approximately 50% regular rate. <b>SHIPPING SEASON:</b> Early Fall <b>MIN. QUANTITY:</b> 1 Case (standard packing as indicated)	<b>TERMS:</b> 1/10/30 <b>PACKING:</b> Packed in strong Holland export cases. Each variety individually packed and labelled in heavy paper ventilated bags. <b>DISPLAY MATERIAL:</b> Colorful display cards and window streamers supplied free of charge with each order.
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**SPECIFICATIONS**

COLLECTION A - Code No. U-10

Weight per Case 170 lbs.

1000 Darwin Tulips, Giant Size 13/up cm	\$51.70
100 Golden Harvest (yellow)	
100 All Bright (red)	
100 White Giant (white)	
100 Insurpassable (heliotrope)	
100 Bartigen (red)	
100 Rhineland (yellow & red)	
100 Princess Elizabeth (rose)	
100 Northern Queen (rose & white)	
100 Mothersday (yellow)	
100 Queen of the Night (maroon)	
300 Darwin Tulips, Top size 11/12 cm	9.90
100 Campfire (vermillion)	
100 Pride of Haarlem (cerise)	
100 Orange Delight (bronze)	
75 Hyacinths, Bedding Size 15/16 cm	8.25
25 Bismarck (sky blue)	
25 Pink Pearl (pink)	
25 L'Innocence (white)	
250 Narcissus, Doublenose No. 1	16.50
100 King Alfred (yellow)	
50 La Riente (white & deep red)	
50 Cheerfulness (double white)	
50 Dick Wellband (white)	
150 Crocus, Mixed 8/9	5.75
	\$92.10

COLLECTION B - Code No. U-11

Weight per Case 250 lbs.

1500 Darwin Tulips, Giant Size 13/up cm	\$77.55
150 Golden Harvest (yellow)	
150 All Bright (red)	
150 Zwanenburg (white)	
150 Insurpassable (heliotrope)	
150 Bartigen (red)	
150 Rhineland (yellow & red)	
150 Prunus (salmon pink)	
150 Northern Queen (rose & white)	
150 Mothersday (yellow)	
150 Queen of the Night (maroon)	
500 Darwin Tulips, Top size 11/12 cm	16.50
100 Campfire (vermillion)	
100 Wallstreet (yellow)	
100 Scotch Lassie (lavender)	
100 Pride of Haarlem (cerise)	
100 Orange Delight (bronze)	
150 Hyacinths, Bedding Size 15/16 cm	16.50
50 Bismarck (sky blue)	
50 Pink Pearl (pink)	
50 L'Innocence (white)	
325 Narcissus, Doublenose No. 1	21.45
100 King Alfred (yellow)	
75 La Riente (white & deep red)	
75 Cheerfulness (double white)	
75 Scarlet Elegance (yellow & red)	
300 Crocus, Mixed 8/9	11.55
	\$143.55

Effective 7/1/57



# FLORIDA BULB COMPANY

INCORPORATED  
GROWERS-IMPORTERS-EXPORTERS  
2950 N. W. SEVENTH AVENUE  
MIAMI 37, FLORIDA

## GLADIOLUS - CUT FLOWERS

SEASON 1957 - 1958

F.O.B.:	Shipping points	MIN. QUANTITY:	1 Hamper
ROUTING:	Railway Express or Refrigerated truck	SHIPPING SEASON:	Throughout entire year
TERMS:	1/10/30	SHIPPING POINTS	From North Carolina - September 15 - October 15
PACKING:	In sturdy well-ventilated cardboard hampers standard packing charge 75 cents per hamper	AND DATES:	From North Florida - October 15 - December 1
			From South Florida - December 1 - April 15
			From North Florida - April 15 - June 1
ASSORTMENT:	Well-balanced colors of standard cutflower varieties		From North Carolina - June 1 - July 1
			From Virginia - June 1 - July 15
			From Western North Carolina - July 15 - September 15

### SPECIFICATIONS

Grade	Color Label	Price Per Dozen	Dozens Per Hamper	Price Per Hamper	Weight Per Hamper	Code No.
FIRST	Yellow	\$0.55	28	\$15.40	55 lbs.	V-10
EXTRA	Green	0.90	22	19.80	60 lbs.	V-11
FANCY	Red	1.20	18	21.60	60 lbs.	V-12
SPECIAL	Blue	1.50	16	24.00	60 lbs.	V-13

### EXOTIC TROPICAL PLANTS

SHIPPING SEASON:	Throughout entire year	ROUTING:	Parcel Post or Railway Express
F.O.B.:	California	DISPLAY	Growing instructions included with each shipment
MIN. QUANTITY:	1 Carton	MATERIAL:	
TERMS:	1/10/30		

### WONDER RESURRECTION PLANTS - BULK

Polythylene Packages \$0.05 each additional unit - Medium and Large sizes

Size	Packing Per Carton	Price Each	Price Per Carton	Weight Per Carton	Code No.
Small	100 Plants	\$0.04	\$4.00	4 lbs.	V-14
Medium	100 Plants	0.06	6.00	6 lbs.	V-15
Large	100 Plants	0.07	7.00	8 lbs.	V-16

### CALIFORNIA REDWOOD BURLS

Small	25 Burls	\$0.40	\$10.00	10 lbs.	V-17
Medium	25 Burls	0.65	16.25	20 lbs.	V-18
Large	25 Burls	1.25	31.25	60 lbs.	V-19



# FLORIDA BULB COMPANY

INCORPORATED  
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2950 N. W. SEVENTH AVENUE  
MIAMI 37, FLORIDA

## BIRD OF PARADISE PLANTS (*Strelitzia Reginae*) AMERICA'S MOST EXOTIC TROPICAL FLOWER SEASON 1957 - 1958

SHIPPING SEASON:	Throughout entire year	PACKING:	Each plant wrapped in moist-proof paper and sphagnum moss. Colorful lithograph picture attached to each plant with growing instructions.
F.O.B.:	California		
TERMS:	1/10/30		
ROUTING:	Railway or Air Express		

### SPECIFICATIONS

Size With- out Pot	Age of Plants	Height from Ground Level	Min. Quantity 1 Carton	Price Per Carton	Weight Per Carton	Code No.
3 inch	1 year	4- 5 inches	50 plants	\$25.00	20 lbs.	W-10
4 inch	1½ years	6- 9 inches	50 plants	36.50	25 lbs.	W-11
6 inch	2½ years	10-14 inches	50 plants	50.00	50 lbs.	W-12

Average retail cutflower prices in leading cities - - - \$18.00 - \$25.00 per dozen

Average wholesale cutflower prices in leading cities - \$7.50 - \$ 9.00 per dozen

STATISTICS - December 1956 - June 1957

DETAILED DESCRIPTION AND CULTURAL INSTRUCTIONS ON REVERSE SIDE

## ANTHURIUM PLANTS (*Andraenum*)

THE WORLD'S MOST EXOTIC TROPICAL FLOWER  
Paradise Assortment of the Finest Varieties and Colors  
Red, Pink, Coral, Orange, White, Salmon, Scarlet, Varigated

SEASON 1957 - 1958

SHIPPING SEASON:	Throughout entire year	PACKING:	Each plant wrapped in sphagnum moss and covered with a cellophane bag to preserve moisture.
F.O.B.:	Hawaii		
TERMS:	1/10/30		
ROUTING:	Air Express		

### SPECIFICATIONS

Size	Age of Plants	Leaf Sizes Width & Length	Height from Ground Level	Min. Quantity 1 Carton	Price Per Carton	Weight Per Carton	Code No.
Seedling	6 mos.	2½ - 3½ inches	4 - 8 inches	25 plants	\$ 50.00	6 lbs.	W-13
Small	6-12 mos.	4 - 6 inches	8 - 12 inches	25 plants	68.75	12 lbs.	W-14
Medium	12-18 mos.	4½ - 6 inches	12 - 18 inches	25 plants	93.75	18 lbs.	W-15
Large	18-24 mos.	6 - 8 inches	18 - 24 inches	25 plants	150.00	38 lbs.	W-16

Average retail cutflower prices in leading cities - - - \$18.00 - \$25.00 per dozen

Average wholesale cutflower prices in leading cities - 6.00 - \$12.00 per dozen

STATISTICS . . . . December 1956 - June 1957

DETAILED DESCRIPTION AND CULTURAL INSTRUCTIONS ON REVERSE SIDE

Effective 7/1/57

## BIRD OF PARADISE PLANTS

### DETAILED DESCRIPTION AND CULTURAL INSTRUCTIONS

The Bird of Paradise plant (*Strelitzia Reginae*) belongs to the prosaic African banana family of herbs. It was named for Charlotte, Princess of Mecklenburg-Strelitz, who was queen to George III of Great Britain.

It is very different from the regular garden subject. This gorgeous flower with its unusual combination of red, yellow, blue and orange is a favorite of flower lovers everywhere. They last from two to three weeks after cutting by changing the water every two or three days. This beautiful exotic tropical plant is easy to grow and requires very little care and attention. It is sun-loving, but will thrive very well in part shade, and prefers a fairly rich, well drained sandy loam soil. Deep planting should be avoided. The juncture of the roots should be about level with the soil surface.

Once a year fertilize with a top dressing of well rotted manure or a small amount of a well balanced plant food. The amount given will depend upon the size of the plant. Water moderately at all times, however, do not let the soil become soggy.

It can be grown outdoors in mild and tropical climates. In cold climates the plant may be grown in a pot or tub, setting the plant outdoors in mild weather and bringing it indoors during the cold season.

At maturity these plants may bear from 25 to 50 flowers at one time.

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## ANTHURIUM PLANTS

### DETAILED DESCRIPTION AND CULTURAL INSTRUCTIONS

The Anthurium is a member of the Arum family, originating in Central America, and is unquestionably the world's most exotic tropical flower. The flowers last to perfection for a long time and if not cut, the plants are perpetually in bloom. As one flower fades another takes its place, so they are always "in season". When cut, the flowers last from four to six weeks and they are therefore fast becoming America's least expensive fresh flower.

Anthuriums come in the most breathtaking variety of shades such as red, pink, coral, orange, white, salmon, scarlet and variegated. A healthy plant, at maturity, generally produces from 8 to 10 flowers each year.

Anthuriums grow best in a high humidity (75%-80%) and also a fairly high temperature 80° average in daytime and no cooler than 65° at night, however, they tolerate a range of 45° - 100°. They prefer shade, the smaller plants only need about 25% sunlight. All plants need protection from both wind and direct sunshine and ventilation should be held down to a minimum. For best results a mixture of woodshavings and peat moss should be used. Almost any good commercial fertilizer can be used. Frequent weak applications will greatly benefit the plants if applied every 2 or 3 weeks. They require good drainage. The plants are remarkably free from insects and diseases.

Anthuriums are propagated from seeds and suckers. Seeds form on the older flowers and may be planted in sphagnum moss and grown in the same manner as mature plants. Suckers are removed close to the stem and grown likewise.



# FLORIDA BULB COMPANY

INCORPORATED  
GROWERS-IMPORTERS-EXPORTERS  
2950 N. W. SEVENTH AVENUE  
MIAMI 37, FLORIDA

## HEMEROCALLIS (GIANT HYBRID DAYLILIES)

SEASON 1957 - 1958

SHIPPING SEASON:	Throughout entire year	PACKING:	Each plant wrapped in moistproof paper, color or variety indicated on label
F.O.B.:	Florida		
TERMS:	1/10/30		
ROUTING:	Railway Express	MIN. QUANTITY:	50 plants any one color or variety

### SPECIFICATIONS AND DETAILED DESCRIPTION

Two Year Old Large Reset Plants

Code No. X-10

Price per 100

SUNSET MIXED COLORS:	Selected Varieties	\$12.00
SEPARATE COLORS:	Yellow, Red, Bicolor, Bronze, Pink, Wine	15.00

#### SEPARATE VARIETIES

BARONET: Early, Evergreen, Brick-red with orange throat, Early flowering red of medium size.	24.00
B. H. FARR: Midseason, Evergreen, Gracefully recurved petals of deep salmon with rose veins.	40.00
BILLIE BURKE: Midseason, Evergreen, A fine bicolor with wide rosy petals and canary yellow sepals.	50.00
BLANCHE HOOKER: Early, Evergreen, The brightest early flowering red in the garden, Rich orange cup.	30.00
CABALLERO: Midseason, Evergreen, A brilliant bicolor with petals of vermilion red and sepals.	50.00
CAPISTRANO: Early, Evergreen, A huge bright yellow, A charming reflexed waxy flower.	40.00
DAINTY BELL: Midseason, Evergreen, Trumpet shaped cadmium yellow, eye zone of light brown.	24.00
DAUNTLESS: Midseason, Evergreen, A pale cadmium buff with a slight pastel blended mid-zone.	40.00
DOROTHY MCDADE: Late, A clean pure light yellow in tubular shaped 5 inch flower.	36.00
DUCHESS OF WINDSOR: Midseason, Evergreen, A cream with a flash of rose in the throat.	50.00
DUNCAN: Early, Evergreen, An extra early bloomer with a dark red flower, Golden throat.	30.00
GEORGIA: Midseason, Evergreen, A huge wide open flower of rose buff tinted pink, 6 inch flowers.	50.00
GLORY: Midseason, A favorite early to midseason bloomer of brilliant deep orange.	50.00
GOLDEN WEST: Midseason, Evergreen, Heavy waxy flowers of bright yellow.	30.00
GOLIATH: Midseason, A broad 7 inch flower of deep rich yellow, Worlds of blooms.	20.00
HONEY: Midseason, Evergreen, Of good rounded form, wide petals of honey color.	40.00
HYPERION: Midseason, Dormant, An old variety but still good, Giant flowers of pale lemon yellow.	32.00
JEAN: Late, A beautiful bicolor with rich contrasting colors brick-red and yellow.	40.00
LA TULIPE: Midseason, Evergreen, A dark red bicolor, Upfaced tulip form.	30.00
MARY GÜENTHER: Midseason, The petals are velvety carmine-red, Sepals are clear yellow.	24.00
MIRAGE: Midseason, Evergreen, Mustard-yellow, Frilled and craped, Medium size.	50.00
MOROCCO RED: Midseason, A brilliant flower of Morocco red with a small yellow throat.	24.00
ONEITA: Early, Evergreen, 5 inch flower of rosy-red blooms, Stems are branched with 25 to 50 buds.	50.00
PARTY GOWN: Midseason, Evergreen, A bicolor of lemon yellow sepals and red petals.	50.00
PATRICIA: Midseason, Evergreen, A fine pale yellow with a green throat, Fragrant.	30.00
PINK CHARM: Midseason, A beautiful open flower of ochre red or rose, Broad petals.	40.00
PRINCESS: Midseason, Evergreen, Clear yellow flowers with recurved open facing blooms.	40.00
PURPLE WATERS: Midseason, Evergreen, Full flowers of deep rich wine, Reflexed sepals.	40.00
RAJAH: Midseason, Large flowers of English red with darker eye zone, Orange throat.	40.00
REGAL LADY: Midseason, Petals rose-red with yellow midline, Sepals cream, Green throat.	30.00
RUSSELLS MINUET: Late, Near old rose in color, Yellow throat.	20.00
SEMINOLE CHIEF: Midseason, Blooms of fine form and good size, Almost a cherry red.	40.00
THE DIRECTOR: Midseason, Flower of large size, overlapping petals, Rich wine red veined.	30.00
VULCAN: Midseason, Evergreen, Even toned velvety maroon with golden brown midribs and golden throat.	24.00
WARPATH: Midseason, An outstanding variety of rich bright red with satin sheen, Orange throat.	36.00
WARSAW: Midseason, Evergreen, Deep mahogany red, Almost everblooming.	24.00
WHEELER'S HALO: Midseason, Evergreen, Beautifully shaped rich yellow with cinnamon halo.	50.00

Effective 7/1/57



# FLORIDA BULB COMPANY

INCORPORATED  
GROWERS-IMPORTERS-EXPORTERS  
2950 N. W. SEVENTH AVENUE  
MIAMI 37, FLORIDA

## HORTICULTURAL PREMIUM ITEMS

Bulk

SEASON 1957 - 1958

<p>BRAND: Floribulb</p> <p>F.O.B.: Miami, Florida</p> <p>ROUTING: Railway Express (unless otherwise instructed) Special Florida Commodity rate approx. 50% regular rate</p> <p>TERMS: 1/10/30</p>	<p>MIN. QUANTITY: 500 units, any one size, color or variety</p> <p>PROMOTION: Glossy black and white prints and colored illustrations supplied free of charge</p> <p>MATERIAL:</p> <p>SAMPLES: Submitted on request</p>
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### SPECIFICATIONS

Item	Size	Shipping Season	Price Each	Price Per 1000	Weight Per 1000	Code No.
Gladiolus - Bulbs	Bulblets	All Year	\$.005	\$ 5.00	2 lbs.	PR-10
Gladiolus - Bulbs	Garden	All Year	.015	15.00	30 lbs.	PR-11
Gladiolus - Bulbs	Commercial	All Year	.0175	17.50	40 lbs.	PR-12
Gladiolus - Bulbs	Special	All Year	.02	20.00	60 lbs.	PR-13
Gladiolus - Bulbs	Top	All Year	.0225	22.50	80 lbs.	PR-14
Gladiolus - Bulbs	Exhibition	All Year	.025	25.00	100 lbs.	PR-15
Gladiolus - Bulbs	Giant	All Year	.0275	27.50	120 lbs.	PR-16
Gladiolus - Bulbs	Mammoth	All Year	.03	30.00	140 lbs.	PR-17
Fancy Leaved Caladiums - Bulbs	Top	Dec 1 - April 1	.05	50.00	40 lbs.	PR-18
Fancy Leaved Caladiums - Bulbs	Exhibition	Dec 1 - April 1	.08	80.00	80 lbs.	PR-19
Giant Hybrid Amaryllis - Bulbs	Top	Oct 1 - March 1	.08	80.00	200 lbs.	PR-20
Giant Hybrid Amaryllis - Bulbs	Exhibition	Oct 1 - March 1	.11	110.00	220 lbs.	PR-21
Paperwhite Narcissus - Bulbs	Top	Aug 1 - Jan 1	.035	35.00	75 lbs.	PR-22
Paperwhite Narcissus - Bulbs	Exhibition	Aug 1 - Jan 1	.0425	42.50	85 lbs.	PR-23
Gloriosa Rothschildiana - Tubers	Top	All Year	.30	300.00	30 lbs.	PR-24
Gloriosa Rothschildiana - Tubers	Exhibition	All Year	.40	400.00	50 lbs.	PR-25
Dahlias - Tubers	Top	Nov 15 - May 15	.125	125.00	150 lbs.	PR-26
Tuberose - Bulbs	Top	Dec 1 - March 1	.04	40.00	40 lbs.	PR-27
Cannas - Roots	Top	Dec 1 - April 1	.06	60.00	200 lbs.	PR-28
Bird of Paradise	Seeds	All Year	.10	100.00	2 lbs.	PR-29
Bird of Paradise	Plants	All Year	.50	500.00	400 lbs.	PR-30
Resurrection Cactus	Plants	All Year	.04	40.00	40 lbs.	PR-31
Redwood Burls	Top	All Year	.40	400.00	400 lbs.	PR-32
Ti Plants	3" Canes	All Year	.25	250.00	300 lbs.	PR-33
Tropical Palms	3 per pot	All Year	.45	450.00	400 lbs.	PR-34
Giant Hybrid Daylilies	Divisions	All Year	.15	150.00	400 lbs.	PR-35
Preplanted Cups - Bulbs	4 varieties	In Season	.19	190.00	170 lbs.	PR-36
Preplanted Bowls - Bulbs	6 varieties	In Season	.58	580.00	400 lbs.	PR-37

ALSO AVAILABLE IN SEASON

TULIPS - HYACINTHS - DAFFODILS - LILIES - IRIS, ETC.

WE HAVE DIRECT MAILING FACILITIES INCLUDING HANDLING, POSTAGE ETC.  
QUOTATIONS SUBMITTED ON REQUEST

Effective 7/1/57

